



Rethinking the Roles of Business, Government and NGOs in the Global Economy



**Call for Papers
AIB 2012 Annual Meeting
June 30-July 3, 2012**

Washington, DC, USA

In industrialized and emerging economies, institutional capacity has become strained. As a result, the roles of business, government and NGOs have changed dramatically. In advanced economies, reeling from slow growth and aging populations, governments increasingly depend upon business to stimulate economic growth and NGOs to provide services governments can no longer afford. The push and pull of global and domestic priorities in business-government relations has intensified. Governments in industrialized countries increasingly rely on foreign inflows of capital and incoming FDI while at the same time they pressure domestic firms to locate activity domestically and boost exports. In contrast, rapid economic growth and increasing complexity has strained the capacity of existing institutions in emerging economies. To relieve pressure on these institutions, emerging economies have implemented far-reaching regulatory and trade reforms and privatized state-owned enterprises. As new professional bureaucracies are

established to administer the reformed rules, traditional ways in which business and government interact to further their individual and shared interests are in flux. As both industrialized and emerging countries compete to lure capital and technology, stimulate innovation and boost exports, the institutional environment of business has emerged as powerful element of global competition.

The aim of the Washington, DC conference is to enhance our understanding of the roles and relationships between business, government and NGOs in the global economy. Have changing economic conditions altered the dynamics of these relationships? Has the balance of power between domestic governments and multinational firms changed? Do our existing theories still apply? Has increasing NGO participation in traditional government functions changed NGO-business relations? How do firms plan and execute long-term strategies in environments characterized by sweeping institutional change?

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The big questions in global business-government-NGO relations require us to examine the actions and motivations of participants at all levels of analysis using diverse disciplinary and interdisciplinary lenses. The challenge for the Academy is to advance our knowledge of these issues through rigorous theoretical and empirical analyses that are relevant to policymakers and managers. As IB scholars drawing insights from different disciplines, we can all inform the policy debate. See you in DC!

Topical Tracks

1. Institutions, Governance, and CSR

Track chair: Paul Vaaler, University of Minnesota, vaal0001@umn.edu

This track invites manuscripts that examine how institutions influence the behavior of MNCs, domestic firms and managers and how the behaviors of these actors, in turn, shape the institutional environment. Papers on global or comparative aspects of corporate governance and CSR are also within the domain of this track. Papers using diverse theoretical lenses that focus on a variety of levels of analysis- individual, firm, industry, regional, country and global-are encouraged. We are especially interested in studies that examine change and adoption of new practices in a changing environment. Papers that explore the interaction between (a subset of) MNCs, domestic firms, governments and NGOs are of particular interest. Relevant institutional characteristics include both formal and informal rules such as law, culture, and institutional norms that shape actions of firms and individuals or firms and governments/NGOs; governance characteristics might include the rights, responsibilities, and interests of different types of shareholders and stakeholders and the relationships among those actors; and CSR characteristics might include firms' and individuals' actions that might lead to positive social change beyond the narrow economic, technical and legal requirements of the firm. Finally, consistent with the conference theme, we encourage submissions that address how firms interact with institutions, governments and NGOs to achieve both individually and

collectively desirable outcomes. We welcome submissions that examine how changes in the economic and institutional environments in developed and emerging economies affect traditional patterns of firm-state-NGO interactions.

2. International Marketing Management and Supply Chain

Track chair: Saeed Samiee, University of Tulsa, saeed-samiee@utulsa.edu

This track addresses challenges faced in managing global marketing and supply chain functions. Contributions focusing on any aspect of the way marketing or supply chain managers are affected by risk or uncertainty in the international marketplace are welcome; work offering important conceptual and empirical insights into the nature and processes of cross-border marketing is of special interest. Mainstream marketing issues such as segmentation, product positioning, channel development, and pricing are also encouraged. We are particularly interested in papers that examine the impact of institutional, political and regulatory factors on marketing and supply chain management issues, and the effects of institutional change on marketing and supply chain processes.

3. IB Theory, FDI, and Entry Mode

Track chair: Bennet Zelner, University of Maryland, bzelter@rhsmith.umd.edu

Volatility and interconnectedness in the global economic and institutional environment create new challenges for theories of multinational enterprises (MNEs) and foreign direct investment (FDI). Do environmental volatility and institutional change affect the explanatory power of theories of FDI and the MNE? This track invites papers that explore various aspects of the MNE and FDI, including motivations for undertaking investment, drivers and determinants of location choices and entry mode decisions, and issues pertaining to how MNC headquarters and affiliates interact with and effect host-country firms, governments and institutional environments. Papers in this track include studies of FDI spillovers and other local linkages. This track invites pa-

pers that explore the nature of MNE decision making and strategies in uncertain economic, political and institutional contexts.

4. Global Strategy, Alliances, and Competitiveness

Track chair: Jaeyong Song, Seoul National University, jsong@snu.ac.kr

This track invites conceptual and empirical papers that deal with firms' global strategies and alliances and their impact on competitiveness. Firms must determine optimal entry strategies to successfully enter a foreign market. Firms can choose among many strategies - for example international, multidomestic, global, and transnational strategies - and the right selection will enable them to efficiently use their resources to enhance corporate performance. We encourage papers that examine the relationship between global strategies and how these relate to institutional or economic changes in home and host countries. Papers that examine how regulatory or political environments and institutional and political risk affect global strategy choice are encouraged. An important aspect of global strategy is to examine the role of alliances both formal and informal in increasing MNE competitiveness. How does the alliance strategy fit within the overall strategy of the firm and how do institutional and industry characteristics affect the attractiveness of alliances? Finally, to what extent do parent-subsidiary relationships help MNEs to formulate and implement effective strategies that would strengthen their performance?

5. MNC Management and Organization

Track chair: Charles Dhanaraj, Indiana University, dhanaraj@iupui.edu

Theoretical insights from international business research on MNCs have contributed to our understanding of relationships between structure, systems, culture, strategy, and firm performance. IB research on managing across multiple institutional and cultural environments also contributes significantly to management theory and practice. This track seeks to extend existing research by exploring new ways in which MNCs configure themselves internally and externally, using virtual teams,

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

6. Innovation and Knowledge Management

Track chair: Anu Phene, George Washington University, anuphene@gwu.edu

This track addresses how knowledge is created, transferred, assimilated, transformed and used. This can occur through the processes of innovation, learning, Research and Development (R&D), etc. The track will explore MNCs and internationalizing firms learn, manage knowledge and innovate. Some examples of topics of interest include: the interactions between global and local networks for innovation; international networks for knowledge creation and exchange; the governance mechanisms for knowledge development; transfer of knowledge and/or organizational practices across borders. We especially welcome studies that address global knowledge management issues in the context of diverse and challenging institutional, political and economic environments.

7. Doing Business in Emerging Economies

Track chair: Laszlo Tihanyi, Texas A&M University, LTihanyi@mays.tamu.edu

Emerging economies' share of global production is increasing rapidly as growth in these markets far outpaces that in OECD countries. If present trends continue, global incomes and living standards could converge

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as they did in the late 19th century. This track covers all issues related to doing business in emerging economies including those at the country level, industry level, as well as firm and subsidiary levels. We especially encourage papers that examine institutional aspects of emerging economies and the challenges these pose for MNCs.

8. Developing Country Multinational Companies

Track chair: Preet Aulakh, York University, paulakh@schulich.yorku.ca

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

9. Cross-cultural Management and International HRM

Track chair: Dave Thomas, Simon Fraser University, dcthomas@sfu.ca

This track addresses the challenges associated with managing people in diverse intra- and international environments. We invite submissions from the fields of international human resource management and cross-cultural management, including comparative HR and subsidiary HR issues. Papers that can challenge the prevailing theoretical perspectives in these areas are particularly welcome. Key topics include the war for talent, cross-national diversity, intra-national diversity, multicultural work teams, international assignments, expa-

triate returnees and HR practices in a global context. The track welcomes conceptual and empirical papers that draw on international or cross-cultural data as well as methodological papers that deal with the innovative use of qualitative research methods in international fieldwork.

10. International Economics, Finance and Accounting

Track chair: Nigel Driffield, Aston University, n.l.driffield@aston.ac.uk

Papers written from a discipline base of Economics, Finance and Accounting or papers covering issues or topics in International Finance, Accounting, Taxation (e.g. M&As, valuation, capital flows, transfer pricing, etc.), and Economics (e.g., international trade, exchange rates, international political economy, international economic development, etc.) should be sent to this track. Applied or theoretical economics papers and/or economics research methods papers should also be sent to this track. Papers that develop theory or test hypotheses using the theory development tools of economics and papers on areas of economics such as international trade and development are appropriate for this track. Papers should address topics that are inherently international (e.g., MNCs and economic development, international trade, exchange rates, etc.) or provide substantive comparisons across countries and not simply non-North American single country studies.

II. SMEs, Entrepreneurship, and Born Global

Track chair: Patricia McDougall, Indiana University, mcdougall@indiana.edu

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

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

12. Global Organization and Reconfiguration of Value Creation and Work

Track chairs: Ram Mudambi, Temple University, rmudambi@temple.edu and Arie Lewin, Duke University, ayl3@duke.edu

This track invites papers focusing the global dispersion of value creation, the rise of new centers of economic activity in emerging markets and the integration of formerly peripheral regions into the global economy. The main phenomenon of study in this track is the accelerating shift from trade in goods and services to trade in tasks or activities, resulting in a much finer international division of labor. This phenomenon underpins many of the most important trends in the world economy, including the offshoring/outsourcing of increasingly sophisticated activities to emerging market economies and the growing dispersal of innovative activities within MNE networks. This track encompasses research from many fields including economic geography, international economics, organization and operations management, location theory and strategy.

Special Track: Teaching International Business

Track chair: David Berg, Hamline University, dberg06@gw.hamline.edu

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

Special Track: International Business Research Methods

Track chair: Harry Bowen, Queens University, bowenh@queens.edu

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

Submission

We will be accepting two types of submissions - papers and panels. Paper and panel submissions need to be categorized into one of the eleven topical tracks or into one of the two special tracks described above. Each paper or panel proposal must be submitted to only one track. For the special tracks on teaching and research methods, please contact the track chairs to discuss the preferred format of the sessions.

All submissions will be handled through the AIB online submission system. All manuscripts and proposals must be submitted by January 16, 2012. Please refer to the detailed submission instructions page for additional information on how to prepare and submit your submission. For up-to-date information about the conference and related events, please check the conference website at <http://aib.msu.edu/events/2012/>. Any questions regarding this call for papers should be addressed to the track chairs or the Program Chair, Susan Feinberg, at 2012dc@aib.msu.edu

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AIB/Sheth Foundation Doctoral Student Consortium

June 30, 2012

Chair: Sumit Kundu, Florida International University

Submission Deadline: February 10, 2012

The Academy of International Business is organizing a Doctoral Student Consortium, which will be held on Saturday, June 30, 2012, from 8 am to 4 pm. The Consortium will provide a unique opportunity for doctoral students to further develop their research ideas, to learn about the challenges of conducting international business research and building a successful academic career in this field, and to broaden their professional networks. The format of the Consortium will facilitate a constructive and supportive discussion among the doctoral students and the participating faculty on topics of broad interest such as new trends in conducting high-impact international business research, managing the dissertation stage and the job search process, and successful entry into the academic career. In addition, students will receive concrete feedback on their individual current research projects as well as ideas and guidance for their future research agenda.

The most suitable candidates for the Consortium are Ph.D. students in international business who have completed their course work, are in the dissertation stage of their programs, and have a relatively clear idea about their dissertation research. While all such candidates will be considered, preference will be given to those who have defended their dissertation proposals. Selection criteria will also include research potential of the dissertation topic and contribution to the disciplinary and geographical diversity of representation. In order to make the consortium an effective exchange forum, we will be restricting the number of participants to 30 and will emphasize quality and diversity in the selection.

The faculty panel of the 2012 Doctoral Student Consortium will include a number of accomplished and upcoming international

business scholars who have an extensive publication record, have served as editors or are members of the editorial boards of leading academic journals, have won best dissertation or other research awards, and have substantial experience supervising doctoral students.

A tentative program and a list of faculty panelists will be made available in early 2012.

Submission Requirements

All materials have to be submitted by February 10, 2012. Please note that late submissions or submissions that do not follow the requirements will not be considered.

Information to Be Submitted by Advisor:

1. Letter of nomination: The student's dissertation advisor should send a nomination letter to the Consortium Chair, Sumit Kundu, Florida International University. The letter should discuss the progress of the student in the program and his/her academic performance and potential. It should state clearly whether the applicant has defended (or is expected to defend by June 15, 2012) his/her dissertation proposal. If the student is enrolled in a doctoral program that does not have a formal proposal defense, the dissertation advisor's statement of approval of the proposal will suffice. The nomination letter should be sent via e-mail to kundus@fiu.edu

Information to Be Submitted by Student:

E-mail your application in one file to Sumit Kundu at kundus@fiu.edu. Your application must include the following documents:

1. A 5-page, single-space abstract of the dissertation proposal. Please include title, author information, abstract, keywords, and

dissertation research summary. Diagrams, tables, and references should be provided at the end of the document but do not count towards the 5-page limit. The extended abstract should succinctly cover the research question, theoretical background, proposed research design, and intended contribution.

2. A 1-page resume. Highlight your academic and work experience, along with publications including manuscripts under review.

AIB Award for the Best Doctoral Dissertation Proposal

All participants in the Doctoral Student Consortium are eligible for the AIB Award for the Best Doctoral Dissertation Proposal. There is no separate application process for this award. All completed applications to the Consortium are automatically entered into the competition. The winner(s) will receive a plaque and a monetary award. The selection is done by the faculty panel of the Doctoral Student Consortium and is based on the submitted dissertation proposal abstracts. The criteria used in evaluating the abstracts include: (a) originality and theoretical foundations of the work; (b) rigor and soundness of

the proposed methodology; and (c) potential contribution and impact of the proposed work to advancing the field. This award is generously sponsored by the AIB Foundation.

Application for Travel Stipend

Due to the kind support of the Sheth Foundation, several travel grants are available for students in need of financial support to attend the Consortium. If you would like to apply for one of these travel stipends, please visit <http://aib.msu.edu/events/2012> for further instructions.

For further information about the Doctoral Consortium, please contact:

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Junior Faculty Consortium

June 30, 2012

Chair: John Mezas, University of Miami

Application Deadline: February 10, 2012

The Academy of International Business is organizing a Junior Faculty Consortium, which will be held on Saturday, June 30, 2012, from 8 am to 4 pm.

All junior faculty active in research and teaching in international business are invited to participate, although preference will be given to those who have been involved in international business teaching and/or research for no more than three years.

The 2012 consortium is being organized by John Mezas (University of Miami). The consortium is being structured to provide lots of opportunities for interaction between junior faculty and senior scholars on the faculty panel, and among junior faculty present in a round table format. There will also be an opportunity for junior faculty to discuss their research programs or specific research projects, with other junior and senior faculty members in small groups.

The faculty panel for the Junior Faculty Consortium will include several distinguished scholars from around the world. A tentative program and a list of faculty panelists will be made available in early 2012.

Submission Requirements:

Please note that space in the program is limited to guarantee the desired level of interaction and learning. To apply, please send an e-mail message (with "AIB Junior Faculty Consortium" in the subject line) to jmezas@miami.edu, stating your interest in attending, by February 14, 2012. Please also include the following two documents in the message, for distribution to other participants:

1. A one-page CV.
2. A one-page description of your international business research program, or of a paper or project in process (which you would like input on).

Please attach these as two separate Microsoft Word documents, with your last name in the file title (e.g., MezasBio.doc and MezasResearch.doc).

Application for Travel Stipends

Due to the kind support of the Boeing Institute of International Business, Saint Louis University, a small number of travel grants are available for participants in need of financial support to attend the consortium.

If you would like to apply for one of these travel stipends, please include a separate letter with your consortium application email, stating your request to be considered for a stipend. The letter should include the following information: an estimation of your travel costs including your city and country of departure, the name of your university, whether any travel funds are available from your university, whether you are currently an AIB member, and whether you have previously received a travel stipend from AIB.

NOTE: Separately, Junior Faculty Consortium attendees may also be eligible for Area Scholar Travel Stipends offered by the AIB Foundation. There is a separate application process for these. Information regarding the Area Scholar Travel Stipends can be found at <http://aib.msu.edu/events/2012>.

Please E-mail your application (with the subject line "AIB Junior Faculty Consortium") to:

John Mezas
Chair, AIB 2012 Junior Faculty Consortium
University of Miami
Email: jmezas@miami.edu



Members on the Move

- ⇒ **Prescott C. Ensign** (Ph.D., University of Montreal, Canada), formerly tenured professor at the University of Ottawa, has joined the School of Business and Economics at Wilfrid Laurier University in Waterloo, Ontario, Canada. Ensign has been named the Dobson Professor of Innovation and Entrepreneurship at the Schlegel Centre for Entrepreneurship.
- ⇒ **Mike W. Peng** (University of Texas at Dallas, USA) was named the first Jindal Chair of Global Strategy after the recent naming of the Jindal School of Management, University of Texas at Dallas. Between 2005 and 2011, Mike served as the first Provost's Distinguished Professor of Global Strategy at UT Dallas. Mike's contributions to AIB include guest editing

a *JIBS* special issue on "Asia and Global Business" (2010) and serving as track chair for emerging economies for the Nagoya meeting (2011).

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 honor, to: newsletter@aib.msu.edu. Please limit your announcement 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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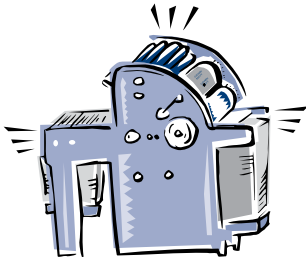
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Just off the Press

- ⇒ **Prescott C. Ensign** (University of Ottawa, Canada), Dean Carson, Rasmus Ole Rasmussen, Lee Huskey, and Andrew Taylor have edited a book entitled *Demography at the Edge: Remote Human Populations in Developed Nations* (Ashgate Publishing, ISBN: 978-0754679622). This book addresses the methodological and topical challenges facing remote demographers, and compares and contrasts the research, methods and models, and policy applications from remote regions in developed nations. The work draws upon four examples: the far north and desert regions of Australia, the northern provinces and territories of Canada, Alaska, and the Arctic north of Scandinavia.
- ⇒ **Aleksandr V. Gevorkyan** (New York University, USA) has published *Innovative Fiscal Policy and Economic Development in Transition Economies* (Routledge, ISBN: 978-0415598071). This book explores the problems of fiscal policy as an instrument of economic and social development in the modern environment, primarily focusing on the transition economies of Eastern Europe, Caucasus, and Central Asia. Evaluating the transformational experience in these countries, this work meets a need for a critical analysis, in the aftermath of the 1990s market liberalization reforms, of current trends and outlines the roadmap for future development.
- ⇒ **Nitin Pangarkar** (National University of Singapore Business School, Singapore) has published *High Performance Companies: Successful Strategies from the World's Top Achievers* (Wiley, ISBN: 978-0470830130). *High Performance Companies* complements the frameworks for strategy making detailed in many existing books, proposing a number of rules of thumb (or principles) that companies can consider when making their day-to-day

decisions which, in turn, will determine their actual strategies. These principles traverse a wide range of scenarios, such as strategic changes implemented by companies, resource allocation decisions—especially towards building durable assets—and resource acquisition through inorganic means. The book adopts a reader-friendly approach by teasing out the lessons to be found in detailed cases studies from interesting companies. The writing minimizes jargon while maintaining rigor, especially with regard to the applicability and relevance of the strategic principles to different business contexts.

New AIB Members

AIB welcomes the following 86 new members who joined our community between August 2, 2011, and November 15, 2011.



Marwa Abdallah
Claudia Acevedo
Joseph Aiyeku
Diane Alleva Caceres
Karthikeyan Anumalasetty
William Baber
Susan Baxter
John C. Becker
Angelo Camillo
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*Proof of student status is required—a copy of student ID or any other document that verifies current enrollment will be accepted as long as the student's name and a current date (academic year or semester) is provided on the document.

**Low income memberships are offered to individuals with gross annual incomes below US\$25,000 or equivalent. For proof of eligibility, a signed letter addressed to the AIB Executive Secretariat is required. The letter should state the individual's annual income for the previous year and also include a personal statement by the individual declaring eligibility for the reduced due.

***Low-income Electronic Memberships are available only to members who qualify for the low income membership category (above) and are also from low-income economies as identified by the World Bank. Electronic members do not receive any print materials whatsoever, receiving only online access to JIBS, the newsletters, and other AIB publications through the AIB website.