



Unique Vanilla

Tomas Hult
 AIB Executive Director

Normally we use the introductory column in the *AIB Newsletter* for communications from the AIB President, Program Chair of upcoming conferences, and elected members of the AIB Executive Board. This is a nice way to share activities—both strategic and operational—that AIB is considering and implementing. From time to time, I also share information as AIB Executive Director, as a complement to the “State of AIB” that I do at every business meeting at the annual conference.

One idea would be to share statistics that pertain to the AIB membership, attendance at conferences, and *JIBS* publications. But in reality those statistics are readily available, and by and large updated in real time, on the AIB.msu.edu and JIBS.net websites. I encourage each member to stay current with AIB via the core websites as well as our Facebook, Twitter, and LinkedIn platforms for AIB and *JIBS*. AIB has become a strong and prestigious association with some 3,400 members in 90 countries, a top ten business journal in *JIBS*, and heavy-traffic social media vehicles.

AIB is unique. We are interdisciplinary, cross-functional, and relevant. Basically we are in the business of creating what I’d like to think of as *Unique Vanilla*. This means that we take common pieces and uniquely and perhaps idiosyncratically integrate and nurture those common pieces into something unique that members want to be a part of in the professorate. So what we are really talking about is (synergistically) melting together all fields to stress the international aspects within functional areas in business (e.g., accounting, economics, finance, management, marketing, supply chain management) and related fields (e.g., psychology, sociology, anthropology). We strive hard to make AIB the organization of choice for the common business areas and the professorate who has an interest and motivation to internationalize scholarship, teaching, and practice. We hope each member finds within-area and cross-area value in AIB.

Value also comes in many forms. The basics are conferences and publications (and of course good food at AIB’s events, great speakers, and unique activities). We will diligently seek out unique locations to hold the annual conference, work with AIB chapters to make the 18 regional branches of AIB valuable, and nurture *JIBS* to be a top journal in IB and all subfields mentioned in the previous paragraph. We are also working collaboratively with the some 80 AIB Fellows, elected to our most prestigious group of superbly accomplished international business professionals.

Related to leveraging the knowledge of the AIB Fellows and top IB professionals in academe and practice, one activity that I started last summer—independent from AIB but very much, I hope, valuable to the AIB membership is the globalEDGE Business Beat. Specifically, I started gBB as an Internet radio show hosted by the Michigan Business Network and promoted to more than 200 countries on globalEDGE.msu.edu. As many

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AIB members know, globalEDGE is the world's leading web resource in international business and trade (created by the Michigan State University's International Business Center, home office of AIB). globalEDGE has more than 1.5 million active users and ranks Number 1 by Google for "international business resources."

Using the globalEDGE Business Beat, I do interview segments (about 6 minutes in length) with business leaders and great scholars. These are intended as learning experiences and the sharing of the person's insights. AIB members and in particular AIB Fellows will be prominently featured regularly. I think AIB members will find my interviews with distinguished AIB Fellows Peter Buckley, Pankaj Ghemawat, Udo Zander, and Rob Grosse intriguing along with top scholars such as Phil Kotler and Jagdish Sheth, among many current interviews (available in streaming and podcast formats). I will have lots more AIB Fellows, AIB members, and business leaders on the radio show in the future. Check it out at globalEDGE.msu.edu/gBB.

UPCOMING CHAPTER EVENTS

AIB US Midwest Chapter Meeting

March 25-27, 2015
Chicago, Illinois, USA

AIB UK and Ireland Chapter Meeting

April 16-18, 2015
Manchester, United Kingdom

AIB Canada Chapter Meeting

June 13-16, 2015
Halifax, Nova Scotia, Canada

AIB Sub-Saharan Africa Chapter Meeting

August 26-28, 2015
Johannesburg, South Africa

AIB Central and Eastern Europe Annual Conference

September 17-19, 2015
Warsaw, Poland

AIB US West Chapter Annual Conference

October 22-24, 2015
Seattle, Washington, USA

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Call for Nominations

Editor-in-Chief, 2017–2019

Journal of International Business Studies

The Executive Board of the Academy of International Business (AIB) is seeking proposals from exceptional scholars for the role of Editor-in-Chief (EIC) of the *Journal of International Business Studies (JIBS)*. The new EIC will start processing manuscripts July 1, 2016, and be fully responsible for all editorial activities starting January 1, 2017. The official term for the next EIC is January 1, 2017, to December 31, 2019, following the current EIC John Cantwell's second term (2014-2016).

The selection of the EIC consists of a two-stage process. The AIB Board requests nominations (including self-nominations) by September 15, 2015, along with a brief biography (or vita) of the prospective EIC. The AIB Board will select and inform the finalists by October 15, 2015, and will request the submission of brief proposals by November 15, 2015. The selection of the EIC will be made by January 1, 2016, to allow for a six-month editorial transition period.

The editorial team consists of the EIC and Area Editors (whose exact number and responsibilities should be outlined in the proposal by the finalists). The EIC will have responsibility for the content and organization of *JIBS*, will manage the manuscript review and selection process, and will work with the publishing firm (Palgrave Macmillan). The EIC reports to the AIB Board and is required to attend both of the Board's annual meetings. Policy decisions for *JIBS* are the responsibility of the AIB Board while the management is the responsibility of the EIC. It is intended that *JIBS* should remain open to the full diversity of scholarship in the International Business field, and should not come to be dominated by a particular perspective or approach to the subject area. Proposals that encourage the continuation of the steadily expanding outreach of *JIBS* across relevant contributory disciplines are therefore especially welcome.

The AIB Executive Secretariat staffs a full-time Managing Editor of *JIBS* who is responsible for the Manuscript Central online submission and management system, including the processing of manuscripts and communication between authors, reviewers, editors, and publisher. Currently, the EIC John Cantwell also has a half-time Editorial Assistant at his own university. Financially, AIB will contribute financial resources to the EIC for non-equipment expenses directly related to the operation of the journal (e.g., travel, Editorial Assistant). The expectation is also that the EIC's university will contribute resources to make the editorial term successful.

For the EIC finalists, the proposals need to include the full vita of the EIC, his/her editorial vision, and any research priorities. The proposal should also include proposed individuals, backgrounds, and responsibilities of those scholars intended to become Area Editors. In addition, the proposal should address the resource commitment by the EIC's university such as release time from other responsibilities for the EIC and financial/non-financial support (e.g., office space, travel allowance, Editorial Assistant). The resource commitments constitute a key element of the proposal and must be endorsed by the leadership (e.g., dean) of the prospective EIC's university. The EIC's university will be acknowledged in the journal.

All inquiries should be directed to Professor Tomas Hult (Michigan State University), AIB Executive Director (Email: hult@msu.edu; Phone: +1-517-432-1452), who co-chairs the *JIBS* Editor Selection Committee with the AIB President, Professor Rosalie Tung (Simon Fraser University). Please submit nominations and letters of interest by September 15, 2015, via electronic mail to the AIB Executive Secretariat at aib@aib.msu.edu (with a copy to hult@msu.edu).



Focus on AIB Chapters

Elizabeth L. Rose
AIB Vice President for Administration and Chapter Liaison

Continuing our round-the-world tour of AIB chapters, in this issue we are introducing two very active chapters in Asia. Keep reading to learn more about the AIB-Southeast Asia and AIB-India chapters, both of which held very interesting and successful events in December 2014!

The Southeast Asia Chapter (AIB-SEAR)

The AIB-SEAR is a well-established chapter with a decades-long history (since 1984) of popular and well-received annual conferences in a wide variety of locations. The chapter covers a large and very diverse region, from Bangladesh, Bhutan, and Sri Lanka to Indonesia, the Philippines, and Taiwan. This diversity creates challenges, but also makes for some very exciting locations for its annual conference – over the years, the AIB-SEAR chapter has used this to good benefit!

The chapter has been led with great enthusiasm by Professor T.S. Chan, who has served as its chair for the past 12 years, and has been involved with the chapter since its inception. In addition to the annual conference, the AIB-SEAR chapter produces a book series, published by Palgrave Macmillan (the publisher of *JIBS*). Two volumes have been published, to date, and a third is in the works.

The most recent AIB-SEAR conference was held on December 7–9 2014, hosted by the City University of Macau, China. With the theme of “Asian Economies and Businesses: Nation States in a Turbulent Environment”, the conference was host to approximately 90 delegates, who enjoyed an academic program that included 41 papers presented across 13 sessions, and a special panel session on “International Business Education: Trends and Development.”

In addition to the paper sessions, there were plenary speeches, bridging academia and practice, by Rosalie Tung (Professor, Simon Fraser University, and the AIB’s President-Elect), Roy Chung (Honorary President, Federation of Hong Kong Industries), and António

José Félix Pontes (Chair of the Executive Board, Macau Institute of Financial Services). Apart from the program, conference attendees enjoyed the sumptuous hospitality and friendly interactions for which the AIB-SEAR conference is well known.

During the conference, Rosalie Tung presented Chapter Chair T.S. Chan with a special award for his nearly 30 years of service to the AIB, through his leadership of the AIB-SEAR chapter. T.S. will be stepping down as chair of the chapter later this year. Thank you, T.S., for guiding the chapter with such excellence and care, and for making sure that the AIB has such a strong representation in Southeast Asia!



Best paper award!



A well-deserved special award for T. S. Chan



T.S. Chan welcoming the attendees

The 2015 AIB-SEAR conference, with the theme of “Globalization and Competitiveness: Asia and the World,” will be held in December in what looks like a wonderful and exotic location in Malaysia. Watch for the call for papers on AIB-L!

The India Chapter (AIB-India)

Reconstituted in 2012, the AIB-India chapter is flourishing under the leadership of Professor Subramanyam Raghunath, who is also Chair of the Local Host Committee for the upcoming AIB annual conference in Bengaluru in June. The chapter has held two annual conferences—in 2013 (in Bengaluru) and in 2014 (in Udaipur, in a joint effort with the Middle East and North Africa chapter, AIB-MENA)—and a book series (also with Palgrave Macmillan) is in the works.

The key focus of the AIB-India chapter is on research, especially on developing the capabilities of junior scholars. In addition to *JIBS*-sponsored paper development workshops offered at the 2013 and 2014 annual chapter conferences, and a doctoral consortium at the inaugural conference, the chapter’s most recent event was all about research. On December 18–19 2014, the AIB-India chapter held a two-day paper development workshop (PDW) at the Indian

led by four AIB Vice-Presidents (Charles Dhanaraj, Sumit Kundu, Ram Mudambi, and Elizabeth Rose) and addressed topics including “Researching and Publishing in IB: Opportunities and Challenges”, “Publishing in *JIBS* and Other Top Journals”, “Accelerating IB Research in India: Way Forward”, and “IB Research in India: Challenges and Opportunities”. All of the panel sessions focussed on strategies for overcoming the challenges faced by scholars in the Indian context, as they strive for international visibility for their research by appealing to an international audience.



One of the panel sessions



S. Raghunath opening the PDW

Institute of Management Bangalore, aimed at providing young academics and doctoral students with developmental feedback on their current work. In total, 27 junior scholars from a variety of academic institutions around India were mentored by six experienced academics.

The event even received coverage in one of the most widely-read English-language newspapers in India!

The intensive two-day workshop consisted of a mix of plenary panels and break-out sessions. The panel discussions were

The break-out sessions matched small groups of authors with a mentor, and included detailed discussion and feedback on each paper, along with broader discussions about the research process. The aim was to help the participating authors to develop their papers, with the goal of submission to international conferences and journals. This was definitely a **WORK**shop, with group sessions lasting for six hours across the two days and the expectation of progress being made overnight. Despite the intense workload, the junior scholars’ enthusiasm for pushing their papers toward submission was palpable at the final panel session – which was evidence of an extremely successful event.

Building on the momentum from the PDW, the AIB-India chapter is planning new initiatives aimed at assisting young Indian scholars to build and enhance their research capabilities... watch this space as this young chapter continues to expand the AIB’s footprint in India!



Smiling faces, even after all of the work!



Workshop on Building Research Capacity in the New Growth Countries

Applications are currently being accepted for the *Workshop on Building Research Capacity in the New Growth Countries* that will be held as part of the pre-conference program prior to the AIB conference in Bengaluru. **The application deadline is May 15, 2015.**

In the quest for greater global recognition and meeting the changing expectations of the key stakeholders many business schools in the developing economies have been laying greater emphasis on research in the recent years, demanding higher research outputs from their faculty members and attempting to improve the quality of the doctoral program. However, these attempts have met with sporadic success owing to various reasons. The academic leadership of these schools continue to face many hurdles and are in search for effective solutions. Recognizing that improving scholarship by enhancing research capacities is one of the most critical challenges facing the business schools in the developing countries, the Academy of International Business is organizing a workshop on strengthening the doctoral program and improving research culture in the developing country business schools, which will be held on **Saturday, June 27, 2015 from 10:30 am to 4:30 pm.**

All academic leaders (directors / deans / faculty) responsible for enhancing research capacities, promoting a research culture and leading the doctoral programs in the business schools of the developing economies are invited to participate.

The workshop is being structured to provide lots of opportunities for interaction among directors, deans and senior scholars around the globe to share ideas and best practices, discuss and brainstorm and come up with an agenda for collaborative actions that are likely to be useful in improving the research environment and culture, strengthening the doctoral programs, enhancing the research capacities and enhancing the quality research output in the business schools of the developing economies.

The faculty panel for the workshop includes distinguished management scholars and administrators with extensive research and academic leadership experiences in leading business schools around the world (please note additions and changes are possible to this list) and will be chaired by Jose de la Torre, Rishikesh T. Krishnan, and Sougata Ray:

Professor Nick Binedell, Dean, Gordon Institute of Business Science, South Africa

Nakiye A. Boyacigiller, Former Dean, Sabanci School of Management, Sabanci University, Istanbul

Pankaj Chandra, Professor and former Director, IIM Bangalore

Jose de la Torre, Founding Dean, Alvah H. Chapman Graduate School of Business, Florida International University

Andrew Delios, Professor, National University of Singapore

Charles Dhanaraj, Professor, IMD

Sanjay Kallapur, Professor, Indian School of Business, Hyderabad

Rishikesh T. Krishnan, Director, IIM Indore

Ashis Nanda, Director, IIM Ahmedabad

Phanish Puranam, Professor, INSEAD

J Ramachandran, Professor, IIM Bangalore

Sougata Ray, Professor, IIM Calcutta

K.R. Subramanyam, Professor, Marshall School of Business, University of Southern California

Hildy Teegen, Professor and former Dean, Darla Moore School of Business, University of South Carolina

Rohit Varman, Professor, IIM Calcutta

Srilata Zaheer, Dean, Carlson School of Management, University of Minnesota

Tentative Program (subject to change)

Saturday, June 27, 2015

10:30-11:00	Introductions
11:00-12:30	Session One: Panel Discussion on enhancing research capacities and creating a high quality doctoral program
12:30-13:30	Lunch
13:30-14:45	Session Two: Panel Discussion on promoting research supportive culture and grooming young faculty to be more research productive
14:45-15:00	Coffee Break
15:00-16:15	Session Three: Round Table Discussions by the participants in groups to prepare the blueprints for intra-institutional initiatives and inter-institutional collaboration to strengthen doctoral programs and improve research productivity of business schools in specific regions
16:15-16:30	Concluding Remarks

Confirmation Requirements:

Please note that space is limited in the program to ensure an optimal level of interaction. For participation, please send an e-mail letter, stating your interest in attending, with a short CV by May 15, 2015 to: delatorrejoser@gmail.com; rishi@iimcal.ac.in, and sougata@iimcal.ac.in.





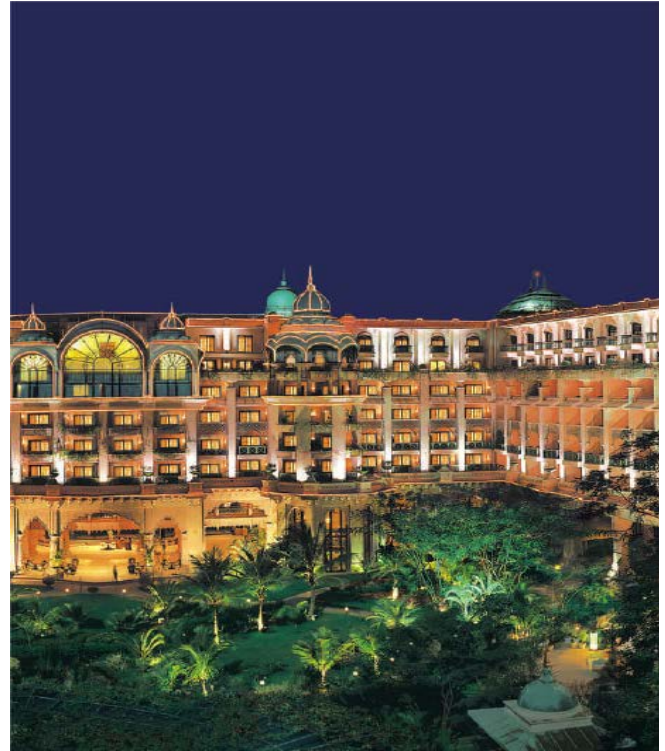
AIB 2015 Annual Meeting Bengaluru, India June 27-30, 2015

Planning to attend this year's annual meeting? Registration is now open and we encourage you to register and begin making your travel arrangements.

Conference Venue and Lodging

The AIB 2015 meeting will be held at The Leela Palace Bangalore. Drawing inspiration from the architectural style of the Royal Palace of Mysore, this magnificent five-star hotel is spread over nine acres of lush gardens, resplendent with cascading waterfalls and ornate blooms. Noted as one of the best business hotels in Bangalore, the venue offers luxurious accommodations, spacious meeting spaces, Wi-Fi internet, car service, foreign currency exchange, outdoor swimming pool, shopping arcade, three restaurants, open air lounge and bar area, a state-of-the-art gym and spa.

The Leela Palace Bangalore will serve as the primary lodging hotel for the AIB 2015 meeting. Additionally, KW Conferences, the professional conference organizers based in India, have blocked a number of rooms and negotiated specially discounted rates on AIB's behalf at three nearby hotels; The Matthan Sterlings Mac Hotel, The Urban and the Royal Shades. To receive the special offers only available to AIB conference attendees, review the [Venue and Lodging](#) page on the AIB website and reserve your room directly online.



The Leela Palace Bangalore

JOIN US FOR AIB 2015!

Conference Theme:
Global Networks: Organizations and People

Conference Venue:
The Leela Palace, Bangalore

Local Host Institution:
IIM, Bangalore

<http://aib.msu.edu/events/2015/>

Air Travel

AIB is pleased to announce its partnership with Star Alliance as the Official Airline Network for the 2015 conference. Registered conference attendees can save up to 20% on flights. Further information about the Air Travel Discounts including a list of participating airlines and access to online booking is available on the AIB 2015 conference webpage.



Travel Stipends

Application Deadline: April 10, 2015

AIB offers a limited number of travel stipends for doctoral students and area scholars to assist with expenses related to attending the AIB 2015 Annual Meeting. Please review the relevant information below to determine if you qualify. Applications for travel stipends will be accepted only through the online application form. After paper acceptances have gone out in early March, an online link will become active to access through the Travel Stipends webpage on the AIB website.

Area Scholar Fellowships

The Executive Board also announces the availability of a limited number of Area Scholar Fellowships for faculty attending the AIB 2015 Bengaluru meeting. These fellowships are made possible through generous individual contributions to the AIB Foundation.

For 2015, Area Scholar Fellowships will be available to faculty members from countries that are traditionally under-represented in our membership, with particular emphasis to applicants from Central and South America, Africa, Middle East, and Central Asia. The fellowship comprises of:

- One free conference registration for the 2015 Bengaluru Conference
- A stipend of US\$500 to help defray travel and hotel expenses
- Two years of AIB membership

In order to take advantage of this offer, the Dean or the Director of the School must nominate a member of their faculty who is currently *not* an AIB member.

To apply, please send by postal mail, fax, or email the following items, written in English, to arrive by April 10, 2015:

- A letter of nomination signed by the dean or director of the institution
- A completed PDF conference registration form (to be available in January 2015, write "Area Scholar Application" in payment section)
- A one page resume of the nominated faculty member

Doctoral Travel Stipends

The Executive Board is pleased to announce the availability of a limited number of US\$1000 stipends to help doctoral students attend the AIB 2015 Bengaluru Conference. These stipends are available for full-time Ph.D. students who plan to attend the Doctoral Consortium and/or have a paper accepted for presentation at the meeting.

Recipients of the stipends will be expected to assist the conference organizers for about ten hours during the conference with various logistical tasks.

The stipends are generously funded by the Sheth Foundation as well as through individual contributions to the AIB Foundation.

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



Gabriele Suder
WAIB President



WAIB *Helping Hands*
Campaign



The 2015 WAIB Helping Hands Awards call for applications has opened!

The very active Women of AIB (WAIB) organization is proud to announce the 2015 WAIB Helping Hands Awards open. This award provides specifically support to women who are low-income full-time faculty and/or women who are full-time Ph.D. students. It is made for women with an accepted paper at 2015 AIB Bangalore, India, and granted by merit.

WAIB, established in 2001, is a network group that fosters diversity at AIB with a focus on gender, and is looking forward to supporting yet more emerging IB research talents!

Look out also for our WAIB- sponsored panels at the annual conference, our network events and reception, our mentor program, our donor appeals, our forthcoming election, and more! <http://kelley.iu.edu/waib/>

Each 2015 WAIB Helping Hands award will provide the registration fee to attend the AIB 2015 Conference in Bangalore, India. Submission must be received by March 22th, 2015, by the President of WAIB, Prof. Gabriele Suder, gabriele.suder@unimelb.edu.au.

Some specific terms and conditions apply: To be eligible for the award, papers must be accepted for presentation at the AIB 2015 annual meeting. Also, once the awarded fund is accepted by the applicant,

the applicant must attend the conference and present the paper. Applicants receiving other AIB funds are NOT eligible.

Helping Hands awardees agree via this submission to provide basic volunteering support at WAIB events at the conference (welcoming guests at reception, handing out leaflets, or similar) and agree to be present at the award ceremony to be held during the WAIB reception, and to their photo being taken during this award ceremony.

If interested, please complete the Helping Hands application form already distributed by AIB-L; if you missed it: it is also accessible via the WAIB website form: <http://kelley.iu.edu/waib/>. Provide your details on this form as well as information about your university, your paper and its acceptance, then submit to Gabriele by e-mail, along with a completed AIB Conference Registration Form. Your submissions will then be reviewed by the WAIB Board of Executives, and awardees will be notified by 08 April 2015.

If you have not received any notification by that date, consider that you have not been awarded (but you will still be able to register directly on the AIB conference registration for the early bird registration fee until 10 April 2015 or any other date stipulated on the AIB website.).

Looking forward to your participation!

American Society for Competitiveness (ASC)

26th Annual Conference Competitiveness: The Next Decade

October 22-24, 2015 Washington, D.C. Area

Attention: faculty, graduate students, business executives, and public policy makers!

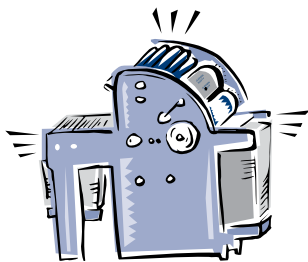
The 26th Annual ASC Conference offers an excellent opportunity to:

- Interact with scholars, business leaders, and government leaders from all over the world
- Discuss research findings and current practices pertaining to the various facets and sources of competitiveness to survive and succeed in today's global marketplace
- Present your paper in a very congenial and professional conference environment
- Publish your article in peer-reviewed, internationally-reputed journals that are listed in Cabell's, EBSCO, etc.

The ASC Conference invites conceptual papers, empirical studies, case studies, proposals, panel discussions or abstracts pertaining to both traditional and contemporary themes related to competitiveness: International Trade, Global Competitiveness in the Armaments Industry, Threat from Cyber Criminality and Terrorism, Counterfeiting and Intellectual Property, Compliance and Governance as part of Global Standard Setting, Industrial Revivalism, Managing the Knowledge-based Firm, Today's Knowledge-based Society, Global Competition and Emerging Markets, Corporate Responsibility & Global Compact, Public Affairs & Corporate Communications, Privatization and Market Change, Competing in Dynamic Global Industries, Bringing the "mojo" back!, Social Networking, etc.

All competitive papers will be published in the Society's Annual Research Volume—*Competition Forum* (listed in the Cabell's Directory and on several online databases including EBSCO). At least one author is required to attend the conference. Highly competitive papers may be invited for publication in the *Journal of Competitiveness Studies*. The deadline for the receipt of submissions is **June 15, 2015**. To facilitate the blind peer review process, the first page should include: Title of submission, authors' name(s), institutional affiliation(s), e-mail address, phone and fax numbers. The second page should repeat the paper title but should contain no information that would identify the author or the institution. Publication style guidelines of the APA should be used. Please send four copies of the submission (or one copy by e-mail) to:

Prashanth N. Bharadwaj, Academic Program Chair
American Society for Competitiveness
664 Pratt Drive, Indiana, PA 15705
E-mail: pnb@iup.edu (www.eberly.iup.edu/asc)
Phone: 724-357-4880 Fax: 724-357-5743



Just off the Press

- ⇒ *Business Ethics in Islam* (Edward Elgar Publishing, E-ISBN: 978-1781006733) by **Abbas J. Ali** (Indiana University of Pennsylvania, USA) explores Islamic perspectives on ethical business conduct: what organizations and other marketing actors do to deal with monumental challenges in today's market and how they should behave to effectively handle rising challenges. The book creatively addresses the history and theory of ethics in the marketplace and provides a framework for tackling ethical issues.
- ⇒ *Social Franchising* (Palgrave Pivot, ISBN: 978-1137455826) is the new book edited by **Ilan Alon** (Rollins College, USA). At the intersection of social enterprise and micro finance literatures, this book reviews a variety of social franchising formats across a number of developing countries. Social franchising represents a third generation form of franchising development, after trade-name and business-format franchising. Opportunities and threats for social franchising forms are examined, including specifically social franchising, micro franchising. Detailed cases of Access Afya, World Vision and Sari Organic cover healthcare, agriculture and retailing sectors. Social franchising has the potential to change the way we live by scaling the social benefits of enterprises through standardization and replication, and by providing an impetus for economic renewal at the bottom of the pyramid.
- ⇒ *A Strategic and Tactical Approach to Global Business Ethics, Second Edition* (Business Expert Press, ISBN-13: 978-631570711 / paperback, ISBN-13: 978-11570728 / e-book) has been published by **Lawrence A. Beer** (Arizona State University, USA). The inclusion of ethically driven elements into the strategic planning process of transnational corporations (TNC's) is an important consideration in the modern era of globalization. Firms pursuing cross-border activities in any capacity, and to whatever degree or scale, are increasingly coming into contact with differences in morally applied decision making and the collateral interpretation of acting in a perceived socially responsible manner. The choices made in these areas affect their operational success and sustainability. It necessitates the use of clear and unambiguous codes of conduct and tactical implementation coupled with a program of corporate social responsibility (CSR). Such organizational strategies can add value to a company, while its' misapplication or exclusion can bring on negative consequences. The second edition more deeply explores these issues within the context of the public's prejudicial perception of corporations, the socially responsibility initiative as part of the consumer marketing mix and the newly emerging role of global managers as they respond to a wider array of stakeholder desires.
- ⇒ *The Multinational Enterprise and the Emergence of the Global Factory* (Palgrave Macmillan, ISBN: 978-1137402363) by **Peter J. Buckley** (University of Leeds, UK) brings together research papers on three of the most important empirical and theoretical issues in the global economy. The first is the rise of the 'global factory', the dispersed network controlled by the multinational enterprise (MNE) consisting of a constellation of linked entities, orchestrated by the local firm. The second section of the book examines the growth of foreign direct investment (FDI) from emerging economies. These economies, particularly China and India, are a growing and significant source of FDI in the world economy, therefore deeming a thorough exploration. The third part looks at key recent developments in the theory of international business which are the institutional approach to FDI and the MNE, and the increasing integration of geographical and spatial concepts into international business theory. The fourth and final section ends the collection by examining UNCTAD's World Investment Report (WIR) over its first 20 years.
- ⇒ *Language in International Business: The Multilingual Reality of Global Business Expansion* (Edward Elgar Publishing, E-ISBN: 978-1784710996) was recently published by **Rebecca Piekkari** (Aalto University, Finland), **Denice E. Welch** (University of Melbourne, Australia) and **Lawrence S. Welch**

(University of Melbourne, Australia). Language permeates every facet of international business in the 21st century. However, being aware of this multilingual reality is not enough. This book presents a case for recognizing and appreciating the importance of language, its multifaceted role and the range of effects it may have on internationalizing firms. Responding to the growing interest in the role of language in international business, this book presents language as a critical management challenge for the internationalizing firm. Several perspectives are explored, including the individual, the firm and the broader society in which language use is embedded. Empirical examples of language roles are identified through examining human resource management, international marketing and foreign operation modes and networks in business. *Language in International Business* reveals a fresh understanding of the complexity of the multilingual reality that internationalizing firms face.

⇒ *Managerial Leadership in Multicultural Organizations- Challenging the Challenges of Globalization*, Prentice Hall India, ISBN: 978-8120347229) is authored by **Kunneeth Ramakrishnan** (Center for Development and Empowerment, India). This title discusses major contemporary issues confronting the existing and emerging work culture and group dynamics in large and medium organizations operating in the globalized environment. Positive managerial leadership is a unique synthesis of multidimensional competence and humanized interpersonal ability, a rare quality, the “God Particle” of corporate management. Modern multicultural organizations need to identify this rare “particle” of managerial leadership and devote time, energy and resources to isolate, develop and institutionalize it in order to effectively face the tsunami of international competitions and succeed. Nine chapters of the book is packed with a wealth of evidence, premises and novel concepts such as fresh methods of organizational assimilation of multicultural and multinational employees, management by influence, TQL (Therapy for Quality of Life- of employees), impact of Environmental Energy Effects (3Es), Emotional Environmental Energy Effects (E3Es) on organizational culture, Future Ready Organizations, etc. This book is expected to trigger the hidden potential and innovative thinking of practising managers, management teachers, PG research students and young entrepreneurs.

⇒ *How to Get a Doctorate – and More – Distance Learning* (Frieling Verlag, ISBN 978-3828031289) by **Ursula Schinzel** (Independent Scholar), is a personal and private guide for both students and supervi-

sors, embedded in her thesis, with the objective to help in the interesting, but difficult way of obtaining a PhD/Doctorate in Business Administration by distance learning or by presence learning. This book will guide you from your first step onwards. Key factors for your success in your doctoral studies will include: selecting the right institution for your studies; pass the IELTS or TOEFL examinations, if you are not an English native speaker; choosing your research topic; and supervisor; formulating your ‘research question’ and preparing your ‘research proposal’; perform a ‘literature review’; becoming familiar with the APA or Harvard referencing style and techniques for research methods such as ‘participant observation’, ‘interviews’ and ‘questionnaires’; learning how to analyse the data you collected; writing your conclusions, references and appendices; participating in conferences; preparing for your viva; publishing and applying for an academic job.

⇒ *The Palgrave Handbook of Experiential Learning in International Business* has been edited by **Vas Taras** (University of North Carolina at Greensboro, USA) and **Maria-Alejandra Gonzalez-Perez** (Universidad EAFIT, Colombia). This book is a one-stop source for international managers, business educators and trainers who seek to either select and use an existing experiential learning project, or develop new projects and exercises of this kind. The book is divided in two parts: Part I: Theories and Concepts of Experiential Learning in IB/IM is dedicated to chapters dealing with conceptual and theoretical approaches to enhancing teaching and learning of International Business (IB) and International Management (IM) by the means of experiential learning, and foundational aspects of pedagogy and experiential learning. Part II: Examples of Experiential Learning Projects in IB/IM contains specific applications of experiential learning in IB and IM. Each chapter in this section describes in detail one experiential learning project (e.g., X-Culture, Global Enterprise Experience, Export Odyssey, any other experiential projects which are used in IB and IM teaching).

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. 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.

New Members

Welcome to the following 118 members recently joined the AIB community between November 15, 2014 and February 15, 2015.



Alexis Abodohoui
Ahmad Abu-Arja
Lameea Al-Tahoo
Hüseyin Altay
Andrew Amayo
Bernardo Amezcua
Botao An
Kwadwo Kissiedu Antiri
Monique Aragao
Aini Suzana Ariffin
Simone Barreto de Azevedo Meskelis
Javier Becerra
Marc-Michael Bergfeld
Krishna Bhandari
Savita Bhat
Jose Brache
Maxwell Briggs
Chien-Hua Chang
Xiao Chang
Ying-Shao Chang
Yingyot Chiaravutthi
Richard Chung
Gustavo Cubillo-Salas
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Steven Hashim
Annette Helling-Benze
Fei Hou
Yang Hui
Yamada Ichiro
Nobukazu Iida
Peter Thomas in der Heiden

Claudio Inostroza
Roxanne Jansen
Babu Johnmariadoss
Steven Jones-Chaljub
Anton Klarin
Ishii Koh
Nadir Kolachi
Odyssefs Kollias
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Yuanyuan Li
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Jasenko Ljubica
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Eva Cristina Manotas Rodriguez
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Yohann Mauger
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Wioletta Mierzejev
Mridula S. Mishra
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Johannes Ritz
Rubina Romanello

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Andres Silva
Francisca Sinn
Magdalena Sliwinska
Rafal Sliwinski
Irene Skovgaard Smith
Stella Lai Man So
Erich Spencer
Manish Srivastava
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Levente Szász
Malgorzata Szalucka
Maja Szymura-Tyc
Murray Taylor
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Iwona Wegrzyn-Bochenska
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Yui-tim (Edward) Wong
Ping Xu
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