

NEWSLETTER

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Lorraine Eden

LETTER FROM THE PRESIDENT

AIB Minneapolis 2018: Exploring the Digital Future of International Business

Dear AIB Colleagues:

Three AIB Fellows – Program Chair JT Li (Hong Kong University of Science and Technology) and Co-Hosts Stefanie Lenway (University of St. Thomas) and Srilata Zaheer (University of Minnesota) – have planned a superb program for the AIB 2018 Meeting, with lots of exciting activities related to the conference theme, “Global Business and the Digital Economy.” Come see how the digital economy is transforming the “Twin Cities.” The Minneapolis/St. Paul area is

home to many of the Fortune 500 firms; take advantage of AIB’s site visit opportunities to see how firms are responding to the digital revolution. For details of the upcoming AIB Annual Conference please see <https://aib.msu.edu/events/2018/>. Here, I would like to highlight just a few of the main events.

The Kickoff

The pre-conference activities start on June 24 with the **Association of Japanese Business Studies (AJBS) Conference** and the **Research Methods (Special Interest Group (SIG) Workshops**. They are followed on June 25 by three different types of events: (1) the **PhD and Junior Faculty Consortia**, (2) the **JIBS and JIBP Paper Development Workshops**, and (3) **Site Visits in the Minneapolis-St. Paul (“Twin Cities”) area**. For all of the pre-conference activities, pre-registration is required. I advise you to pre-register early as demand always exceeds supply and walk-ins are not permitted.

In addition, on June 25 from 4-5 pm, there is a **New Members Welcome**. Anyone attending their first AIB conference is invited to attend, mix and mingle, and meet the members of the AIB Executive Board and Secretariat.

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The conference formally opens at 5 pm on June 25 with the **Opening Plenary** where the **AIB International Executive of the Year award** will be presented to **Chris Policinski, CEO of Land O'Lakes**. A farmer-owned cooperative, Land O'Lakes is a rapidly-growing agribusiness service provider that operates in more than 50 countries, has revenues over US\$14 billion, is #209 in the *Fortune* 500, and a global leader in the digital revolution that is transforming agriculture.

Celebrating AIB's 60th Anniversary

The Opening Plenary on June 25 will be followed immediately by the **AIB Presidents' Reception**. I write Presidents' rather than President's (s' rather than 's) Reception, because this year *14 of the 15 living Past Presidents of the AIB are coming to the conference in Minneapolis to help celebrate AIB's 60th Anniversary*. (Arthur Stonehill, who was the 1991-1992 AIB President is now retired and lives in Honolulu; he sends his regrets as his health does not permit him joining us in Minneapolis.) They will be recognized at the Opening Plenary and will be co-hosting the Presidents' Reception with me, providing you with a once-in-a-lifetime opportunity to meet and talk one-on-one with 15 AIB Presidents.

I will also be chairing a **Town Hall with the AIB Past Presidents** on June 27 where I have asked each of the Past Presidents to think about the following question: *Where should AIB be in 10 years and how should AIB get there?* Come listen to their answers and join in the Q&A session afterwards.

To celebrate AIB's 60th anniversary we have also launched the **AIB History Project**, under the able direction of **Jean Boddewyn (AIB Historian) and Lilac Nachum (AIB Deputy Historian)**. They have been working hard with the AIB Secretariat, the Past Presidents and the AIB Fellows to build a historical record of the AIB and we plan to showcase some of their work in Minneapolis.

The final versions of the **new AIB Code of Ethics and the new AIB Mission, Vision and Values Statements** will also be highlighted at several points during the conference. This includes a special Q&A panel session with the member of the new **Ethics Policy Committee and Ethics Review Committee**.

AIB Awards

This year, the AIB Fellows will give the **Eminent Scholar Award** to **Jeffrey Sachs, Director of The Earth Institute at Columbia University**. Sachs is widely considered to be one of the world's leading experts on the challenges of globalization, economic development, and the fight against poverty, and he has deep involvement in the implementation of the UN's Millennium Development Goals. His work is widely cited, with nearly 110,000 Google Scholar citations.

The **International Educator Award** will be presented to **Ted Snyder, Dean of the Yale School of Management**. Snyder was the founder and visionary behind the Global Network for Advanced Management (GNAM), an innovative network-based model of global business education, now with 32 business schools worldwide.

The **JIBS Decade Award** this year goes to the 2008 JIBS article "Comparing capitalisms: Understanding institutions" *page 7*

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Anne Hoekman

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Have a story for the newsletter? Submit your idea to newsletter@aib.msu.edu

Announcements

The most up-to-date announcements are also on our homepage at aib.msu.edu

2018 Executive Board Election Results

Congratulations to the newly elected members of the AIB Executive Board who will serve on the Board from August 1, 2018, to July 31, 2021.



Marjorie A. Lyles
President-Elect

Marjorie Lyles is the OneAmerica Chair in Business Administration and Professor of International Strategic Management at the Indiana University Kelley School of Business, Bloomington-Indianapolis. In 2011, she was awarded the John Ryan Award by the President of Indiana University for excellence in international development activities, teaching and research. She has received an honorary doctorate from Copenhagen Business School in 2017 and she is currently past president of the Strategy Management Society. Her teaching and research have focused on emerging economies since the mid-1980s.



Luis Dau
Vice President Administration

Luis Alfonso Dau is an associate professor of International Business and Strategy at the D'Amore-McKim School of Business, Northeastern University. He obtained his doctorate in International Business and Strategy at the Moore School of Business, University of South Carolina (Promising Researcher Award); and his Global MBA from Thunderbird and ITESM (Valedictorian). He is also a John H. Dunning Visiting Fellow at Henley Business School, University of Reading. Prior to his Ph.D. studies, he was a successful manager and entrepreneur in Guadalajara, Mexico. His research focuses on the effects of globalization and institutional changes on the international strategy and performance of emerging market firms.



Rebecca Piekkari
Vice President Program-Elect

Rebecca Piekkari is Professor of International Business at the Aalto University School of Business, Finland. She received her PhD from the Helsinki School of Economics and has held prior positions at Copenhagen Business School, Sheffield University and University of Bath. Rebecca has served as Vice Dean for Research and International Relations and is currently the Head of the International Business group at Aalto University School of Business. Her research focuses on control, coordination, communication and organizational design issues in multinational corporations, with a special focus on the challenges posed by multiple languages. She has also worked extensively on the use of qualitative methods, particularly the case study, in international business research (with Catherine Welch).

JIBP Now Publishing Online

AIB's new peer-reviewed journal, the *Journal of International Business Policy*, has started publishing its first articles online, which are free to access at <https://link.springer.com/journal/42214>. These initial articles include "Populism and the economics of globalization" by Dani Rodrik (along with two commentaries on it, by Ram Mudambi and by Bernard Hoekman and Douglas Nelson), and "IP litigation is local, but those who litigate are global" by Karin Beukel and Minyuan Zhao. The inaugural double issue will be published by the time of the AIB 2018 conference, and as with JIBS, it will be included as one of your AIB member benefits.

Chapter News

Is your local AIB Chapter doing something great? Tell us about it: newsletter@aib.msu.edu

The AIB's Central and Eastern Europe Chapter (AIB-CEE) was created in response to the observation that CEE-based scholars are underrepresented in IB research, which calls for the internationalization of their research collaborations and publications. Accordingly, the overarching purpose of AIB-CEE is to foster cooperation amongst scholars and specialists from CEE and beyond with regard to conducting joint research, disseminating research outcomes, and improving international business education standards, mainly through the organization of regional conferences, seminars, and initiation of international research projects. The Chapter Board is composed of scholars from Slovenia, Estonia, Hungary, and Poland. The Chapter establishment project received the support of such organizations as CEEMAN, Corvinus University of Budapest (Hungary), University of Ljubljana (Slovenia), University of Tartu (Estonia) or the Poznan University of Economics (Poland). The Chapter covers 19 countries from the CEE region. The membership of the AIB-CEE Chapter as of January 2018 stood at 89 members.

AIB-CEE has already organized 5 important events during four years of activity. Their most recent event, the 4th AIB-CEE Chapter Conference, took place on September 26-28, 2017, at University of Ljubljana, Slovenia, on the theme "Changing global landscape and regional cooperation: from regional value chains to China's One Belt, One Road initiative and beyond." This conference focused on key aspects of current trends in international business and implications for countries, markets, companies, and consumers in Central and Eastern Europe (CEE), taking into account the CEE and China perspective.

With the upcoming 5th AIB-CEE Anniversary Chapter Conference, on the theme of "International Entrepreneurship as the bridge between International Economics and International Business" to be organized on **September 14-16, 2018, at Kraków University of Economics, in Kraków, Poland** (<http://aibcee2018.uek.krakow.pl/>), AIB-CEE keeps its resolve to explore the relevance of this diverse and specific region to scholars with different interests and backgrounds.

AIB-CEE leadership team members Łukasz Puślecki, Piotr Trąpczyński, Mirosław Jarosiński also recently helped to co-edit an issue of *AIB Insights* (vol, 18, no. 1, 2018) with a focus on Central and Eastern Europe. The team hopes that this issue of *AIB Insights* will contribute to increasing the visibility of CEE-based research among IB scholars and encourage new comparative studies.



Upcoming Chapter Events

AIB Sub-Saharan Africa Chapter Conference

August 6-8, 2018
Kigali, Rwanda

AIB US-Northeast Chapter Conference

October 19-20, 2018
Philadelphia, PA, USA

AIB Central and Eastern Europe Chapter Conference

September 12-14, 2018
Krakow, Poland

AIB US-Southeast Chapter Annual Conference

November 1-3, 2018
Nashville, TN, USA

AIB US-West Chapter Annual Conference

October 18-20, 2018
Denver, Colorado, USA

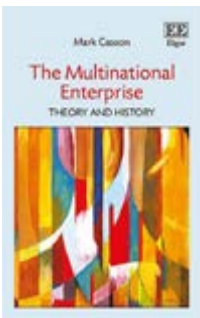
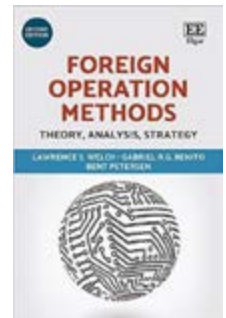
Just Off the Press

Featuring newly published titles from AIB members



Edited by **Chris Brewster** (University of Reading, UK) and Jean-Luc Cerdin (HEC Paris, France), *HRM in Mission-Driven Organizations: Managing People in the Not-for-Profit Sector* (Palgrave-Macmillan, 978-3319575827) takes an international management perspective on a series of different sectors within not-for-profit organizations, and via a short chapter on social enterprises, those in the for-profit arena. Authors from many different countries examine the context and the requirements that, and the specific missions of each sector, create for management in the governmental, inter-governmental, charity and volunteer, religious, cultural, sports and social enterprise sectors. Given the under-researched nature of these national and multinational enterprises and how different the management process needs to be in organizations that are not driven by the profit motive, the book offers new information, examples and debates for scholars in management in not-for-profits.

In *Foreign Operation Methods: Theory, Analysis, Strategy*, 2nd edition (Edward Elgar, 978-1783475759), Lawrence S. Welch (Melbourne Business School, Australia), **Gabriel R.G. Benito** (BI Norwegian Business School, Norway), and Bent Petersen (Copenhagen Business School, Denmark) present a clear and instructive toolkit for upper level undergraduate and postgraduate students to successfully understand and analyse foreign operation methods. This revised second edition brings up to date its unparalleled coverage with new theoretical and empirical research and the latest company case material. As experts in the field, the authors share their wealth of international knowledge to give the book a strong cross-cultural appeal. Influenced by the needs of the next generation of international business, management and marketing students, this second edition provides the most comprehensive coverage of foreign operation methods in current literature, and will be an excellent introduction to the nature and range of mode options available to companies as they internationalise.



Mark Casson (University of Reading, UK) provides a state-of-the art review of recent developments in the economic theory of the multinational enterprise in *The Multinational Enterprise: Theory and History* (Edward Elgar, 978-1788110051). He shows how recent developments in theory shed new light on the historical emergence of multinational enterprises, and explains the various forms that multinationality has taken in different industries and regions of the world. Casson brings together his leading research on internalisation theory as a general theory of the multinational enterprise. He offers cutting-edge analysis across four distinct sections: marketing and brands, supply chain coordination, methodology and the theory of the firm, and risk management. The book also sets out an exciting new research agenda, which explores the future place of the multinational in the evolving 'knowledge economy' and in a politically uncertain world.

In *The Global Factory: Networked Multinational Enterprises in the Modern Global Economy* (Edward Elgar, 978-1786431325), **Peter J. Buckley** (University of Leeds, UK) brings together the key works on the global factory – a unique approach to the modern global economy that focuses on the orchestrating role of key multinational firms that control an integrated international network of independent firms. This analysis is conducted at global system level, at the level of global value chains, and for individual firms. These three levels represent consistent, nested approaches to the analysis of pressing issues of the modern international economy. The role of interfirm networks, entrepreneurship, and co-operation in the creation and management of global factories leads to a discussion of their governance, internal knowledge transfer strategies, and performance, including their role in potentially combating societal failures. This book is an essential point of reference on Buckley's work on the global factory for academics and students of business, as well as managers of multinational firms and public policy makers.



New Members of the AIB Community

Welcome to the following 218 new members who joined AIB between January 1, 2018, and March 31, 2018.

Abu Rehan Abbasi	Yuan-Ming Chiu	Tung Min Hung	James Mburu
Jennet Achyldurdyeva	Ei Yet Chu	Yu-Hsuan Hung	Lili Mi
Gilbert Kofi Adarkwah	Hsi-Mei Chung	Osagie Igbini	Pak Hung Mo
Sunday Adebisi	Kathleen Colquitt	Imoh Itieimoh	Marine Mograbyan
Paul Olabamidele Adeosun	Kevin Cook	Fusanori Iwasaki	Michelle Montague-Mfuni
Roberta Aguzzoli	Pedro Cortonesi	Elias Pereira Lopes Junior	Robert Moore
Mohammad Ahammad	Carole Couper	Mohammad Javadinia Azari	Virimai Victor Mugobo
Salman Ahmad	Peter Cowan	Sofia Johan	Anna Nagornova
Waidi Adeniyi Akingbade	Ishaq Ahmad Dar	Saneh Juito	Rose Narooz
Akintunde Akintayo	Eileen Daspro	Salau Kaljimuran	Karla Nava
Mansura Akter	Leodigario Mangahas	Joanna Karmowska	Alena Nelaeva
Varadhin Amonwattan- ayuenyong	David	Niyata Kawewong	Trung Hai Nguyen
Andre Luis Toso de Araujo	Arvind Deshmukh	Sangeeta Khorana	Anh Nguyen Hoang Minh
Erhan Atay	Jennifer DiDomenico	Kyun Kim	Nan Ning
Robert Azar	Kechen Dong	Kanji Kitamura	Umara Noreen
Biff Baker	Netanel Drori	Anthony Kuo	Guych Nuryyev
Bhavika Bali	Antonio Esquivel	Tsung-Shih Kuo	Chiderah Okechukwu
Ishita Batra	Jiasi Fan	Yi Pin Kuo	Johnson Okorhi
Ofra Bazel-Shoham	Simone Faulkner	Madan Lal	Charles Okumu
Anil Bhat	Irene Felius	Pablo Leão	Bankole Onime
Ullasa Bhat	Garima Garg	Helena Leathers	Stine Øyna
Ankur Bhatnagar	Harry Garretsen	Eun Su Lee	Daniel Arturo Cernas Ortiz
Sumelika Bhattacharyya	Savita Gautam	Jorge Lengler	Mamandou Ouattara
Alexandre Bohas	Rama Suneel Gobburu	Ronei Leonel	Iciar Pavez
Vanessa Pilla Galetti Bretas	Ana Gomez	Fei Li	Diletta Pegoraro
Desislava Budeva	Rajan Goparaju	Jun Li	Yen-Chun Peng
Aarthy C	Alexander Gorgijevski	Tingting Li	Elena Poliakova
Walter Caballero	Denis Gregoire	Tsz Shu Li	Chompunuch Pongjit
Alice Cao	Shenghao Guo	Wen (Helena) Li	Fedor Portniagin
Zhongyu Cao	Maik Hammerschmidt	Yuanqing Li	Chira Prateep
Henrique Castro Martins	Monalisa Haque	Zhixiang Liang	Tang Qingqing
Heewon Chae	Md Rajibul Hasan	Leandro Lima Santos	Gayathri Ranjit
Nattasit Chaisaard	Chang He	Hsien-Tang Lin	Alfred Reasor
Chui Shiam (Connie) Chan	Cici Xiao He	Aqi Liu	Douglas Renwick
Chen-Chieh Chang	Maj-Britt Hedvall	Runqian Liu	Ligia Rezende
Suthida Chansanguan	Charlotte Hildebrand	Yi-cheng Liu	Christoph Riedler
Rochaporn Chansawang	Masaki Hosomi	Kurt Lowry	Cristina Rodrigues
Annesha Chaudhuri	Syed Monirul Hossain	Benjamin Lynch	Isabel Pereira Rodrigues
Rui Chen	Chenguang Hu	Li Ma	Vasse Rose
Wei-Jen Chen	Xiaohong Hu	Pedro Makhoul	Jan-Hendrik Schuenemann
Shu-Ling Cheng	Xiaoting Hu	Siddha Maloo	Maria Cristina Sestu
Komal Chhikara	Xinyu Huang	Larissa Marchiori Pacheco	Xuefeng Shao
	Chien-Hui Hung	Ruth May	Mehdi Sharifi Khobdeh

Amallesh Sharma	Hsi-Sheng Sun	Piyush Verma	Tianle Yang
Zhihan Shen	Jing Tang	Fabella Vicente	Xiaoyan Yang
Lang Shi	Gislaine Cristina dos Santos	Maria Fernanda Wagstaff	Cheng-Chung Yeh
Hamid Shirazi	Teixeira	Xinxin Wang	Tsung-Kai Yeh
Fatima Shuwaikh	Narender Thakur	Xiuzhi Wang	Yang Yu
Christina Sichtmann	Mu Tian	Allan Webster	Jintao Zhang
Aureliu Sindila	Kalpana Tokas	Judy Wiles	Danyang Zhu
Bulbul Singh	James Trusler	Yan Wu	Ziyan Zhu
Kanhaiya Singh	John Tull	Hao Xu	Sally Zillman
Shaili Singh	Mohammad Jasim Uddin	Minya Xu	Miriam Zschoche
Ji-Won Song	Idika Awa Uduma	Hongmin Yan	
Pankaj Kumar Srivastava	Roberto Vassolo	Chi-Lin Yang	
Janka Stoker	Hannes Velt	Hui-Wen Yang	

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versity and its implications for international business” by **Gregory Jackson and Richard Deeg**. A special panel, chaired by JIBS Editor-in-Chief (EIC) Alain Verbeke, will discuss the contributions of this paper to international business research. A reception honoring the Decade Award winning paper and its authors will also be held as part of the closing reception at the conference.

Speaking of JIBS, please note also the **Editors’ Panel on ‘Positioning International Business Research in Mainstream Business Journals’**, chaired by Jay Barney (EIC - *Academy of Management Review*) and Alain Verbeke (EIC - JIBS). The panelists also include EICs or senior editors of *Academy of Management Journal*, *Strategic Management Journal*, *Journal of Marketing*, and the *Journal of Management*.

Conference Theme Highlights

Building on the AIB 2018 theme of **Global Business and the Digital Economy**, the Program Chair and local hosts have enriched the conference with special panels of business leaders and scholars on key issues in the global digital economy. Here are four highlights:

- *A Byte to Eat: Understanding How Digital Technologies Are Changing Agribusiness Worldwide*. Executives from leading agribusiness firms Land O’Lakes and Cargill join with Carlson School academics to discuss trends linking digital technologies to agribusiness survival and success. The panel will broadcast live as “*Business by Carlson Quarterly Report*.”
- *Consumer-Facing Digital Disruption Across National Markets*. This panel brings together business executives from 3M together with academic interlocutors to discuss how their firms have responded to these challenges, particularly for cross-border markets and operations.
- *Digital Disruption in International Healthcare*. This AIB panel brings executives from leading medical technology firms Boston Scientific and Medtronic together with Carlson School academics to discuss trends linking digital technologies to disruption in healthcare delivery nationally and internationally.
- *Preparing Leaders for Emerging Economies in an Era of Disruption*. This panel, organized by the Moscow School of Management and its strategic partner, HKUST, features a keynote address by Ruben Vardanyan, CEO of Troika Dialog Investment Bank in Russia, and a generous philanthropist with a focus on education.

As a second innovation this year, the AIB Track Chairs have organized

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several “State of the Art” research panels featuring leading researchers on that topic. Some panels include industry speakers and address special topics in the digital economy such as blockchain. Examples of the **AIB Track Chair Showcase Panels** include:

- Emerging Market Business Groups and Internationalization
- Blockchain Applications for Business: A Special Case of Global Value
- Protecting knowledge across borders in the digital age
- Cognition and internationalization



The Importance of Small and Flexible

The AIB Annual Conference is not only about “traditional-format” panels, plenaries and workshops. In addition, the conference organizers have a series of small, flexible, pop-up events planned for your enjoyment. I provide three examples. First, the **AIB Fellows Cafes**, where AIB members can meet and chat with an AIB Fellow over morning coffee. Second, the new AIB Teaching Resources Committee chaired by Maria Alejandra Gonzalez Perez is organizing a series of **Teaching Cafes**. Third, building on last year’s success, Stewart Miller and the Research Methods SIG are organizing another series of pop-up **Research Method Clinics**.

Visiting Minneapolis/St. Paul — the Twin Cities

I have already mentioned the site visits to firms in the Minneapolis/St. Paul area that will take place before the conference formally opens. Another fascinating site visit will be the **US Bank Stadium**, home of the Minnesota Vikings National Football League (NFL) team, where the AIB Gala Event will be held this year. The Stadium is famous for several architectural features: a translucent roof, large glass panel walls and giant rotating doors.

The Twin Cities are also regularly on the list of best cities for families to visit, so **bring your families**. Travel guides can be found here: <https://bit.ly/2DWVcnb> and <https://bit.ly/2pEnxdB>. There are many things to do within a day’s drive of Minneapolis/St. Paul; see for example <https://bit.ly/2GfOJ8C> and <https://bit.ly/2dtNpA5>.

After the conference is over, take advantage of the pleasant summer weather (average temperatures are 81 (high) and 59 (low) Fahrenheit), and enjoy a **long weekend holiday with your family and friends celebrating Independence Day on July 4th**. (You could even drive up to Canada first and celebrate Canada Day on July 1st. An enterprising individual could celebrate three anniversaries—AIB, Canada, and the USA—in one week!)

I hope to see you in the Twin Cities. Come help us celebrate AIB’s 60th anniversary, meet old friends and make new ones, and learn about how the digital economy is revolutionizing international business.