



Chuck C. Y. Kwok

## Letter from the President

The AIB Newsletter regularly informs our membership of recent developments in the Academy. As the President, I would like to draw your attention to several articles of particular interest in this edition.

In our AIB Mission, Vision, and Values statement, one key value is integrity. We believe in practicing the highest ethical principles in our research, education, and professional lives. In reality, however, AIB program chairs and journal editors are confronted with cases of unethical conduct.

To provide clear policies and procedures to address these cases, the AIB board established two standing committees: the Ethics Policy Committee (EPC) and Ethics Review Committee (ERC). The former is responsible for the interpretation, implementation, and dissemination of the AIB Code of Ethics while the latter is responsible for the investigation of ethics violations. While the full AIB Code of Ethics is available on the association's website, Denis Arnold, the EPC Chair, has contributed an article to this issue which provides a detailed examination of its development process.

We IB scholars are sometimes criticized for being "too academic," producing research that's disconnected from events in the "real world." The Academy of International Business is making efforts to bridge this gap. In our annual AIB conferences, we invite practitioners to share their thoughts and have dialogues with our members at special panels. We also encourage our members to participate in practitioner-organized conferences to explain the practical relevance of our academic research. A recent example of this occurred at the World Investment Forum (WIF), organized by the United Nations Conference on Trade and Development (UNCTAD). This year, AIB was invited to be one of UNCTAD's partners in sponsoring the "Multi-Disciplinary Academic Conference" on October 26, 2018, as part of the WIF program in Geneva. Several of our present and past board members represented AIB at this conference. This newsletter contains a full report from one of these distinguished representatives, Executive Director Tomas Hult.

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## LETTER FROM THE PRESIDENT

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The Academy of International Business produces three main publications: 1) *Journal of International Business Studies*; 2) *Journal of International Business Policy*; and 3) *AIB Insights*. *AIB Insights* provides an outlet for short, interesting, topical, current, and thought-provoking articles. Articles can discuss theoretical, empirical, practical, or pedagogical issues affecting the international business community. Under the excellent editorial leadership of Daniel Rottig (2016–2018), *AIB Insights* has published a number of truly innovative issues. To succeed Daniel, the AIB Publications Committee asked for proposals for a new editorial team. Among the several proposals they received, they chose John Mezas (Editor) and Bill Newbury (Associate Editor) for a three-year term of 2019–2021. I want to thank Daniel for his dedicated service to AIB over the years. I am confident that under the new leadership of John and Bill, *AIB Insights* will continue to grow as an important outlet for AIB members.

The AIB Executive Board believes that one important way to enhance the value we offer to members is through the formation of Shared Interested Groups (SIGs). These are subunits within our association that are focused on issues potentially of interest to a majority of, or to all, AIB members. Currently, there are two SIGs: 1) Women in the Academy of International Business (WAIB) and 2) Research Methods (RM). Any group consisting of fifty or more AIB members in good standing may submit a proposal to create a new Shared Interest Group. Seed funding may be available from AIB during the probationary period for a new SIG to help support its activities. Lorraine Eden, our Immediate Past President, explains AIB's SIG policy in greater detail elsewhere in this newsletter.

Last but not least, we are busy preparing for the 2019 annual conference in Copenhagen. The theme of the conference is “International Business in an Unsettling Political and Economic Environment”. Maria Tereza Fleury (our VP Program of 2019) has assembled a group of excellent track managers. Rebecca Piekari, our VP Program of 2020, assists Maria Tereza in organizing the pre-conference workshops. This year, we plan to add a new component to these activities: In addition to our two journals (*JIBS* and *JIBP*), we have invited several other IB-related journals to offer Paper Development Workshops during our pre-conference. Furthermore, to better prepare for the logistics of the conference, the AIB Executive Board will hold our spring board meeting at the conference site. Many thanks to the Copenhagen Business School for hosting our 2019 conference—I look forward to another intellectually stimulating conference on June 24–27, in Denmark.

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Have a story for the newsletter? Submit your idea to [newsletter@aib.msu.edu](mailto:newsletter@aib.msu.edu)

# SIGS – A New Way to Network Within the AIB Community

*Submitted by Lorraine Eden, AIB Immediate Past President*



At our global conference in Sydney, Australia, the first networking group within AIB was born: Women in the Academy of International Business (WAIB). Until then, the only formal subunits within the AIB structure were the chapters, which are organized based on region/geography. WAIB has grown, both in numbers and maturity, and is now a well-recognized group within AIB, offering workshops and holding networking meetings not only at the “AIB World” conference but also at many of the AIB chapter meetings.

More recently, a group of AIB members who share a common interest in research methods have come together and begun offering workshops and panels at AIB meetings. They, too, began to think about a more formal arrangement within AIB. After months of discussion led by Lorraine Eden and Jeremy Clegg, with the help of the AIB Secretariat and the approval of the AIB Executive Board, Research Methods (RM) and WAIB have become AIB’s first two Shared Interest Groups (SIGs, for short). The new SIG Policy, adopted by the AIB Executive Board at its virtual meeting in October 2018, opens the door to many more SIGs as long as they incorporate the following principles in their establishment and governance. They must:

- a. Provide a collaborative environment for a group of AIB members who are interested in one or more of the following goals: (i) networking, (ii) sharing common interests, (iii) co-learning and developing best practices, and (iv) supporting and advocating on matters of interest and concern to the group’s members.
- b. Be of broad interest to AIB members across the association and across regions.
- c. Have their membership open to all members of AIB.
- d. Have a clear domain statement that outlines the scope of the SIG’s matters, activities, and structures, and that differentiates the SIG from other organizational groups within the AIB.
- e. Have a governance structure consistent with other SIGs at a similar stage of development.

Over time, the AIB Executive Board expects there will be a variety of SIGs organized around shared interests across the Academy. These new groups should provide many benefits to AIB members including networking, world-wide learning, skills upgrading, and leadership and recognition opportunities.

Any group of 50 like-minded AIB members may submit a proposal to create a new Shared Interest Group within the AIB; proposals are due at least one month prior to a scheduled AIB Executive Board meeting. The application proposal form will be available for download from the AIB website. New SIG applicants will go through a three-year probationary period before they are evaluated and a decision for formalizing their status is made by the AIB Executive Board. Some seed funding may be available during the start-up phase. For more information, contact the AIB Secretariat.

# Introducing the AIB Code of Ethics

Submitted by Denis Arnold, Chair of the AIB Ethics Policy Committee

Dear AIB Colleagues:

On behalf of the AIB Ethics Policy Committee, I am pleased to introduce AIB's new Code of Ethics. Approved by the AIB Executive Board in June, the Code applies to all AIB members and was introduced at a plenary session at the 2018 Annual Meeting in Minneapolis. You might wonder, "Why does AIB need a code of ethics?" The ultimate justification of the Code is multi-dimensional. First, as a professional organization with the pursuit of knowledge and education as its primary aims, AIB must ensure trust and confidence in its membership through self-regulation that is consistent with scientific integrity and universally recognized ethical norms. Second, AIB must also ensure that its members are treated ethically in the context of AIB matters, activities, and structures.



Denis Arnold

The AIB Code is itself grounded on the following assumptions. First, scholarly integrity is an essential component of scholarship, and a necessary condition for the advancement of knowledge. Second, personal respect is the cornerstone of internationally recognized ethical norms such as the Universal Declaration of Human Rights, and International Labour Organization standards. Third, self-regulation can only take place with clearly articulated standards, procedures, and consequences for misconduct. The Code of Ethics provides our organization with the policies, procedures, structures, and enforcement mechanisms that it needs to self-regulate with integrity.

On a more practical level, AIB program chairs and editors have been confronted with numerous cases of unethical conduct that have required actions on their part. They now have clearly articulated policies and procedures to address such cases. The Code will help to ensure the integrity of AIB activities and publications and provide appropriate substantive and procedural standards for the assessment of alleged misconduct. Furthermore, the Code provides clear guidance so that any AIB member with an ethics-related concern may determine what behaviors are unacceptable, report misconduct, or make inquiries with appropriate AIB leaders.

The Code of Ethics joins the AIB's two existing ethics codes, the Code of Ethics for the AIB Leadership and the Journals Code of Ethics (the previous *Journal of International Business Studies* code was expanded into a somewhat more general code so that it could cover the *Journal of International Business Policy* as well). The three codes are complementary and together provide comprehensive ethics guidance for all AIB members.

The code itself emerged as the product of a deliberative and consultative process. The Code's historical development may be summarized as follows:

1. In June of 2016 the AIB Executive Board tasked Lorraine Eden to develop a Code of Ethics for AIB members. Lorraine has been the driving force behind the development of the code and has utilized her extraordinary energy and formidable organizational skills to bring the code to fruition.
2. The process itself benefited from consultation with more than two dozen codes of ethics of other professional associations that informed the drafting of our Code. The Executive Board reviewed and provided extensive feedback on multiple drafts of the Code during 2016 and 2017.
3. In early 2018 a significantly revised draft was circulated for comments to AIB Fellows, Chapter Chairs, and select AIB members with expertise in ethics and law. This feedback was subsequently incorporated into a new draft.
4. In March 2018, the new draft was circulated to the AIB general membership for comment, and your feedback was subsequently incorporated into the document.
5. AIB's lawyers next provided crucial legal advice on the document and that advice was incorporated into a penultimate draft.



6. The penultimate draft was then circulated for comment to select AIB members who played a substantive role in the drafting of the Code.
7. On June 24, 2018, the final version of the Code of Ethics was approved by the AIB Executive Board.
8. On June 27, 2018 a special plenary session “Introducing AIB’s Code of Ethics” was held and recorded at the Annual Meeting in Minneapolis.
9. The newly created Ethics Policy Committee then made recommendations to the AIB Executive Board for revisions to the previously existing Code of Ethics for the AIB Leadership (Leaders COE) which is binding on all members of organizational structures that have managerial, custodial, decision-making or financial authority on matters pertaining to AIB. This was done to ensure that the two Codes were consistent (the Journals Code of Ethics was already consistent).
10. The AIB Executive Board approved revisions to the Leaders COE on October 11, 2018.

Our Code is truly the product of a deliberative and consultative process, reflective of the broad membership of AIB. The AIB website features a dedicated section on ethics that includes the Codes and various other resources for members. AIB members must formally acknowledge and agree to adhere to the AIB Code of Ethics when they initially join the AIB and each time they renew their memberships.

The core components of the Code for members include:

- a. **Competence and Expertise:** Adherence to the highest professional standards in research, education, editing, publication, and service.
- b. **Professional Activities:** Respect for civil and human rights.
- c. **Conflicts of Interest:** Appropriate attention and disclosure regarding both actual and potential conflicts of interest.
- d. **Public Communications:** Adherence to the highest standards in public communications about one’s research, teaching, and professional activities
- e. **Research and Publication:** Adherence to the highest professional standards with particular attention paid to AIB conference program submissions and to the AIB Journals Code of Ethics.
- f. **Teaching and Education:** Adherence to the highest professional standards in teaching, mentoring, and evaluation.

While ultimate responsibility for the Code and its enforcement lies with the Executive Board, the Code established two new standing committees. These are the Ethics Policy Committee and the Ethics Review Committee. The Ethics Policy Committee is responsible for the interpretation, implementation, and dissemination of the AIB Code of Ethics, the AIB Journals Code of Ethics, and the Code of Ethics for AIB Leaders. The Ethics Review Committee is responsible for investigation of ethics violations and the enforcement of the AIB ethics codes. The members of the Ethics Policy Committee are Denis Arnold (UNC Charlotte) (Chair), JT Li (Hong Kong UST), Anne Tsui (Notre Dame), Rosalie Tung (Simon Fraser), and Alain Verbeke (Calgary); with the AIB Managing Director and AIB President or delegate serving as *ex officio* members. The members of the Ethics Review Committee are Paul Vaaler (Minnesota) (Chair), Tatiana Kostova (South Carolina), and Bodo Schlegelmilch (Vienna University of Economics and Business); with the AIB Managing Director serving as an *ex officio* member.

You might wonder, “What does the Code mean for me, as a member of AIB?” The code provides clarity regarding the professional and ethical norms that we should all follow, helps protect members against the wrongful actions of other members, and provides committees with whom we can seek clarification of potential infringements to the ethical codes. It also entails a responsibility to contribute to ethical professional practices, caring professional behaviors, and an organizational culture of high integrity. All AIB members should familiarize themselves with the Code of Ethics and utilize it as a professional resource. In addition, doctoral students should be encouraged to read and internalize the Code and should also be encouraged to attend professional development workshops and other sessions on the ethics code at future AIB meetings. Members with questions should feel free to contact members of either ethics committee.

To stay up-to-date on all of AIB’s ethics policies visit [aib.to/ethics](http://aib.to/ethics)

# AIB Strengthens Strategic Alliance with UNCTAD World Investment Forum

The World Investment Forum celebrated its ten-year anniversary in 2018 at the recent meeting in Geneva, Switzerland, October 22-26. The UNCTAD World Investment Forum “is the pre-eminent global platform for investment and development.” Since its inception in 2008, the Forum has served as the leading global platform for engagement and dialogue on emerging and key issues related to investing for sustainable development.

A biennial meeting, this dialogue on sustainable development has taken the World Investment Forum around the globe in the last ten years, including to Accra 2008, Xiamen 2010, Doha 2012, Geneva 2014, Nairobi 2016, and Geneva 2018. Plus, in September 2015, all member states of the United Nations ratified the Sustainable Development Goals (as an extension/revision of the Millennium Goals 2000). The ratification of the SDGs and the strategic discussions at the WIF are vital to international trade, global production, and a well-functioning world.

Given this importance of the UNCTAD WIF and, importantly, the strategic position of the Academy of International Business as the platform for academic thought-leadership in international business, AIB and UNCTAD WIF formally engaged in a strategic partnership in 2018. AIB members have been participating in the World Investment Forum since its inception, but leveraging the AIB – UNCTAD link more formally and publicly has strategic merits.

Consequently, AIB and UNCTAD along with the Society of International Economic Law (SIEL) entered into a strategic alliance — as a part of the UNCTAD Academic Network on Investment — to convene scholars from international business, economics, law, and other relevant fields for a day-long, multi-disciplinary academic conference at the most recent WIF. The discussions explored emerging trends for future research in investment and the multinational enterprise.

The WIF 2018 conference event will also produce a “Future Investment Research Agenda” and identify a list of opportunities for collaboration between researchers and UNCTAD’s Investment and Enterprise Division. The plan is that this strategic alliance (and potentially more partners) will organize future academic conferences in conjunction with the UNCTAD World Investment Forum in 2020 and beyond.



The fit between AIB, UNCTAD, and the SIEL is superb since the WIF biannually gathers more than 4,000 investment stakeholders from 160 countries. The participants are high-level members from the global investment community, including heads of state and government, ministers, executives of global companies, sovereign wealth fund managers, international investment location experts, heads of international organizations, parliamentarians, eminent scholars, international media, and lots more interested parties. Within this platform, AIB, UNCTAD, and the SIEL are “uniquely positioned at the intersection of the public, private and multi-lateral sectors to shape 21st century investment policies,” a stated focus of the World Investment Forum.

James Zhan, UNCTAD Director of Investment and Enterprise, opened the academic conference within the WIF 2018 and Richard Bolwijn, UNCTAD Director of Investment Research, served as master of ceremonies. I provided the foundational keynote in the opening session on “explaining today’s global investment and international production trends.” Lorraine Eden, immediate past AIB President, served as the keynote in the second session on “global value chains, the digital economy, and the new industrial revolution.”

Some of the highlights from my keynote include that the value of world trade has grown consistently faster than the growth rate in the world economy since 1960, and it has been much higher since the turn of the century. What accounts for this trade growth is the combined trade of raw materials, work-in-process (e.g., component parts) and finished products. By 2020, we expect the value of world trade to be about 167 times larger than it was in 1960, whereas the world economy will be only 65 times larger.



In short, we can say that the globe has become structured as a dynamic, ever-evolving and increasingly efficient complex web of supply chains that support comparative advantage-based production globally. The troubling part is that for the first time in seven years, we expect this global efficiency ratio to go below 2.60 in 2018, and then become lower in 2019 and 2020. Basically, the world has created global efficiencies over decades that are now being politically challenged from its half-century of global win-win evolution to a more nationalistic country-win scenario. But, perhaps the end result can ultimately be the same if a fair trade agreement can be struck for the countries involved.

These international trade and global production topics are obviously important issues related to investing for sustainable development. Sarianna Lundan, Editor of the AIB’s Journal of International Business Policy, represented our association well by participating in the opening session and a meet-the-editor session. The latter session also included Richard Bolwijn and Heinz Tuselman representing UNCTAD’s journal, *Transnational Corporations*. AIB was also represented marvelously by former AIB Executive Board Members Maria Alejandra Gonzalez-Perez as a panelist in the opening session, and Peter Buckley as the “strategic synthesizer” of the daylong discussions in the concluding session, setting the research agenda on investment for development.

We invite the AIB community to stay tuned and look for opportunities to be part of the dialogue at the next UNCTAD World Investment Forum in 2020. The idea is to make the AIB-supported, multi-disciplinary academic conference open to any AIB member and any interested academics via competitive submissions, high-profile panels, and a multi-disciplinary audience.

**Want to hear more insights from AIB Executive Director Tomas Hult?**  
**Check out his posts on the globalEDGE blog at [bit.ly/hultblog](https://bit.ly/hultblog)**  
**or listen online to his globalEDGE Business Beat radio show at [bit.ly/gebizbeat](https://bit.ly/gebizbeat).**

# AIB 2019 Pre-Conference Consortia and Workshops

*Find detailed information and submission guidelines at [aib.msu.edu/events/2019](http://aib.msu.edu/events/2019)*

To aid members with research and professional development, the following **pre-conference activities are being planned for Monday, June 24, 2019** prior to the AIB 2019 conference in Copenhagen. Pre-registration and/or application is required for all events listed. Please note that the Doctoral Consortium, the Junior Faculty Consortium, the *JIBS* PDW, and *JIBP* PDW run in parallel. It will therefore only be possible to participate in one of these pre-conference activities.

## Doctoral Student Consortium

The Doctoral Student Consortium, organized by Professor Rian Drogendijk (University of Groningen, Netherlands), gives doctoral students the opportunity to further develop their research ideas, to learn about the challenges of conducting international business research and building a successful academic career, 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 an 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 coursework, 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 40 and will emphasize quality and diversity in the selection.

The faculty panel of the 2019 Doctoral Consortium will include a number of accomplished and up-and-coming 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.

## Junior Faculty Consortium

The 2019 Junior Faculty Consortium to be held in Copenhagen is organized by Professor Ulf Andersson (Mälardalen University, Sweden). All junior faculty members who are active in research and teaching in the broad field of international business are invited to participate. Preference will be given to those who have been involved in teaching and/or research for no more than three years.

The consortium is being structured to provide plenty of opportunity for interaction – among junior faculty participants and between the junior and senior faculty. There will also be time for junior faculty to discuss their research programs, or specific research projects, in small groups comprised of both junior and senior colleagues. The panel of senior academics for the 2019 Junior Faculty Consortium consists of distinguished international business scholars with extensive experience and publication records, and broad perspectives on academic careers.



## JIBS Paper Development Workshop

The sixteenth Annual *Journal of International Business Studies* (JIBS) Paper Development Workshop (PDW) will be held in Copenhagen from 8:30am–1:30pm. The PDW is the most extensive of the various JIBS outreach activities conducted by the JIBS editorial team. Organized by Alain Verbeke (JIBS EIC) and Stav Fainshmidt (Florida International University), the PDW involves several JIBS Editors and Editorial Review Board (ERB) Members, and is sponsored by the Henley Business School at the University of Reading and the D'Amore-McKim School of Business at Northeastern University.

The purpose of the PDW is to provide junior scholars with developmental feedback on their current research papers in IB studies. While we hope that many of these papers will eventually be submitted to JIBS, the purpose of the PDW is broader: to improve the quality of IB research and to bring new scholars successfully into the IB field. We invite original papers from junior scholars who have not previously published in JIBS. In particular, we hope to attract papers from scholars who are located in universities in emerging and developing economies.

The PDW will be structured to provide extensive feedback to authors whose research papers have been accepted by the workshop organizers. The program will have three components. First, a 90-minute introductory session (8:30am–10:00am) led by members of the JIBS editorial team will discuss the manuscript review process, and various topics relevant to authors seeking to publish in JIBS or other outlets in the ecosystem of international business journals. Second, during a 120-minute main session (10:15am–12:15pm), groups of two authors (with substantively related papers) will be paired with groups of two JIBS Editors/ERB Members, whereby each individual paper will receive attention from each paired Editor/ERB Member for a total of sixty minutes. The main focus will be on how to improve the papers discussed, so as to increase the probability of acceptance by a journal in the ecosystem of IB journals. Third, during lunch-time (12:30pm–1:30pm), two Editors/ERB Members will provide insight into their personal publication strategies and pathways for sustained, successful publishing.

Only a limited number of manuscripts will be accepted for the PDW. Participants will be invited based on the quality and potential intellectual contribution of their submitted work. Papers should be submitted through the JIBS Workshop Submission System located at <https://meetings.aib.msu.edu/jibs/2019/>. Please note that each applicant should submit only one paper. **The deadline for submissions is January 15, 2019 in the author's time zone.** Submitted papers must be less than 10,000 words in length and follow the JIBS Style Guide.

Submitting authors will be notified of the results of the review process by March 1, 2019, and will need to confirm their participation in the PDW by March 15, 2019. Please address any questions to: Stav Fainshmidt (sfainshm@fiu.edu).

## JIBP Paper Development Workshop

The *Journal of International Business Policy* (JIBP) will hold its second annual Paper Development Workshop (PDW) in Copenhagen from 8:30am–1:30pm as part of the pre-conference program for the AIB Annual Meeting. The PDW provides participants an excellent opportunity to interact and receive constructive feedback from Sarianna Lundan (editor-in-chief), Ari Van Assche (deputy editor), as well as several JIBP Editors and Editorial Review Board Members.

JIBP is the new sister journal to the *Journal of International Business Studies* (JIBS) published by Palgrave Macmillan and the Academy of International Business ([www.jibp.net](http://www.jibp.net)). Positioned at the intersection between international business and public policy, JIBP publishes articles that identify novel policy issues and dilemmas related to international business. These include but are not limited to policies for: international business promotion, foreign business attraction, industrial policy, social and development policy, and transnational governance.

The purpose of the PDW is two-fold. First, we aim to provide participants insights into the actionable steps they should take to make their research more relevant for policy makers. Second, we provide scholars with developmental feedback on their current research projects related to IB policy. While we hope that the papers will eventually be submitted to JIBP,

the purpose of the PDW is broader, namely to improve the quality of IB research, to help translate IB research into policy ideas, and to bring new scholars into the IB policy field.

The PDW will consist of two parts. First, a 90-minute introductory session (8:30am–10:00am) led by Sarianna Lundan (editor-in-chief) and Ari Van Assche (deputy editor) will discuss the manuscript review process, provide pointers on how to steer a policy turn in international business research, and touch on various other topics relevant to authors seeking to publish in *JIBP*. Second, during a 120-minute main session (10:30am–12:30pm), groups of authors (with substantively related papers, and in the same track) will be paired with two *JIBP* Editors/ERB members for constructive feedback. The lunch break (12:30pm–1:30pm) provides an excellent opportunity for scholars to have individual discussions with *JIBP*'s editorial team.



To participate in the *JIBP* PDW, we invite scholars to upload (1) paper proposals (max. 4000 words) or (2) full papers (max. 10,000 words) through the *JIBP* Paper Development Workshop Submission System located at <https://meetings.aib.msu.edu/jibp/2019/>. It is important to highlight at the top of the title page which track you are submitting to. Authors of accepted full papers will have the occasion to receive detailed comments on their manuscript from two members of our editorial team. Authors of accepted paper proposals will have the chance to discuss their research ideas with editorial team experts.

**The deadline for submissions is January 15, 2019, in the author's time zone.** All submitted papers and proposals must follow the *JIBP* Style Guide, which is available at [www.jibp.net](http://www.jibp.net).

Submitting authors will be notified of the results of the review process by March 1, 2019, and will need to confirm their participation in the PDW by March 15, 2019.

Please address any questions about the *JIBP* PDW to: Ari Van Assche ([vanassche@jibp.net](mailto:vanassche@jibp.net)).

## Additional Pre-Conference Events on June 23

In addition to the events on June 24, 2019, we are also planning a series of exciting pre-conference sessions on June 23, 2019. These will include:

- Creative Writing Workshop
- Europe Day – a showcase day for AIB Chapters in Europe
- Paper Development Workshops for several IB-related journals:
  - *Global Strategy Journal (GSJ)*
  - *International Business Review (IBR)*
  - *Journal of World Business & Journal of Management Studies (JWB&JMS joint PDW)*
  - *Management and Organization Review (MOR)*
- Research Methods Workshops

Please plan your travel accordingly, and remember to check the AIB 2019 Copenhagen page at <https://aib.msu.edu/events/2019/> for updates on these pre-conference events!

# 2019 Peter J. Buckley and Mark Casson AIB Dissertation Award

*Application available online at <http://meetings.aib.msu.edu/farmer/2019/>*

The Academy of International Business (AIB) is now accepting submissions for the Peter J. Buckley and Mark Casson AIB Dissertation Award, sponsored by Henley Business School, University of Reading and Centre for International Business, University of Leeds (CIBUL). The deadline for nominations is **February 1, 2019**.

The AIB Dissertation Award for the best thesis or dissertation in International Business is open to all Ph.D. and D.B.A. students who will have successfully defended their theses/dissertations between January 1, 2018 and December 31, 2018. Any topic that contributes to basic or applied knowledge in International Business, broadly defined, is eligible to compete for this award, even if the thesis or dissertation has been submitted to other competitions. The winner will receive a plaque and a US\$1,000 cash award. All finalists will receive a US\$500 travel stipend to facilitate the presentation of their research at the 2019 AIB Annual Meeting in Copenhagen, Denmark.

The AIB Dissertation Award recognizes the tradition of Past President, Richard Farmer, of Indiana University, who emphasized a holistic approach to understand the environment of International Business. With new sponsorship starting in 2013, the AIB Dissertation Award now also recognizes the seminal contribution of Mark Casson and Peter J. Buckley for their 1976 pioneering development of internalization theory as an explanation of the Multinational Enterprise (MNE). In subsequent work, Buckley and Casson have applied internalization theory to explain other modes of international business such as international joint ventures, licensing, offshore assembly and the global factory. Thus since 2013, the AIB Dissertation Award recognizes the joint importance of the environment of international business and the nature of the MNE.

The nomination packet should include: (1) a letter of nomination from the student's thesis/dissertation supervisor or chair and (2) an abstract, not exceeding 1,250 words (approximately 5 pages at 250 words per page), of the successfully defended thesis or dissertation. The abstract should describe the objective of the doctoral research, along with its theoretical foundation, relation to previous research, methodology, findings, limitations, and contributions to the field of International Business. The criteria for the award are relevance and contribution to the field of International Business, quality of the theoretical framing and the methodology, and quality of the empirical work (where relevant).

The 2019 Buckley and Casson AIB Dissertation Award Selection Committee will select the finalists, who will then be asked to submit their complete theses/dissertations for review and will be expected to make presentations at the AIB Annual Meeting in Copenhagen, Denmark on June 25-27, 2019.

## Submission Instructions

Letters of nomination and the 5-page abstracts should be **uploaded electronically** by February 1, 2019. Visit the AIB Dissertation Award submission site at <http://meetings.aib.msu.edu/farmer/2019/> and click on "Manuscript Submission Form". Please note that you must upload your submission as one document.

In the title page of your abstract, include your current affiliation, mailing address, e-mail address, telephone number, the name of the institution where the Ph.D. or D.B.A. was obtained, the name of your thesis advisor, and six keywords describing the topic of your dissertation.

## Questions? Contact: Shige Makino

Chair, AIB Dissertation Award Selection Committee  
The Chinese University of Hong Kong  
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# AIB Publications Announcements

For more information visit the Publications homepage: <https://aib.msu.edu/publications/>

## A Fresh Take on *AIB Insights*: Mezias and Newburry Outline Editorial Vision for AIB's Practitioner-focused Publication



John Mezias



William Newburry

Since 2000, *AIB Insights* has served as our association's primary outlet for discussing theoretical, practical, and pedagogical issues currently affecting the International Business community. Topical, thought-provoking, and to-the-point, *AIB Insights* articles are used in classrooms around the world to ground complex subjects like international tax law in terms non-experts can easily understand.

Now, after a competitive nomination process, a new editorial team is set to take the reigns of this long-running AIB publication. Under their guidance, *AIB Insights* is set to continue building on core areas of strength while exploring new opportunities to make its content more interactive, both online and at our annual conference.



### Experienced Leaders, New Ideas

Long-time *AIB Insights* readers should recognize the name John Mezias—he's served as the journal's associate editor since 2015. As *AIB Insights*'s newest editor-in-chief, he brings both an in-depth understanding of the journal's priorities and a breadth of editorial experience, having served for over a decade on the boards of the *Journal of International Business Studies* and the *Strategic Management Journal*.

"*AIB Insights* is on a great trajectory," said Mezias, an associate professor of management at the University of Miami Business School. "I enjoyed working with outgoing editor Daniel Rottig to build the publication's reputation by publishing high-quality articles and utilizing innovative formats."

Mezias will be supported in his new leadership role by Associate Editor William Newburry, chair of Florida International University's Department of International Business. Newburry brings a rich record of service to AIB, having chaired four doctoral consortia at national and regional AIB conferences, all while serving a six-year term as Chapter Chair of our association's Latin America Chapter.

"It is an honor to join John in further developing the publication to have an even stronger impact on the communities AIB engages with," said Newburry. "Building on the strong foundation that's been established by prior editors, we intend to continue disseminating members' research in a format that can be easily digested by practitioners, students, and academics."

### Bringing *AIB Insights* to Life

The impact of *AIB Insights* can be increasingly felt at our annual conference, where panels like "Making Our Field of IB More Legitimate and Relevant" brought the publication's contributors together in front of a live audience to expand upon ideas they had introduced in a recent, special issue.



And it's not just established researchers who are exploring new ways to engage their peers in person and in print. *AIB Insights*'s annual "AIB Dissertation Award Issue" features extended abstracts from every up-and-coming scholar nominated for the Peter J. Buckley and Mark Casson AIB Dissertation Award.

Looking forward, members can expect *AIB Insights* to have an increased presence at their regional chapter conferences, too. Geographically-focused special issues are currently in the works with AIB's Latin America and Africa chapters, with even more collaborations on the horizon.

### Personal Takes on Hot Topics

Never ones to rest on their laurels, the new editorial team is already moving forward on a number of special issues focused on some of the most fundamental and hotly contested topics in the IB field: gender inequality, pedagogical innovation, and the impact of modern slavery on the global economy.

"*AIB Insights* seeks articles that foreground authors' lived experiences and research practices," said Mezias. "This format allows authors to quickly craft 'expert essays,' like written TED Talks, providing fresh, even controversial takes on emerging issues and trends."

For those considering submitting their work to *AIB Insights*, Mezias added, "We're here to publish insightful articles on a broad range of international topics, not only those tied to special issues. Our goal is to increase submissions from every area of the association—we look forward to working with you to publish your contribution."

AIB's new journal, the *Journal of International Business Policy*, has recently issued two new calls for proposal submissions, for special issues on "The Sustainable Development Goals: What Role for Multinational Enterprises?" and "25 Years since TRIPS: Patent Policy and International Business." For more details, see the *JIBP* Calls for Papers page at <https://www.palgrave.com/gp/journal/42214/authors/calls-for-papers>.

For scholars working in the areas of international marketing or intellectual property rights in IB: *JIBS* is planning upcoming special issues on these topics. Full calls for papers and deadlines are available on the *JIBS* site at <https://www.palgrave.com/gp/journal/41267/authors/call-for-papers-and-proposals>.



# Chapter News

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

## AIB Africa

**Theme:** Making Africa Work

**Location:** University of Kigali (Kigali, Rwanda)

**Focus Areas:** government partnerships, public policy, social justice

**More Info:** [aibssa.org](http://aibssa.org)

**Diverse regional representation:** 106 participants from across the African subcontinent came to take part in this year's conference. Some of the schools represented included the Gordon Institute of Business Science, Kwame Nkrumah University of Science and Technology, the Lagos Business School, and Riara University, Kenya.



**Supporting effective government:** This year's conference theme, "Making Africa Work," encouraged attendees to explore how IB scholarship can support the policy goals outlined in the African Union's Agenda 2063. Participation by representatives from the Rwandan government and an opening address by former Minister of Finance and current University of Kigali Vice Chancellor, Nshuti Manasseh, reinforced this vision of cross-sector collaboration.

**Envisioning a more equitable business environment:** The 2018 AIB Africa Chapter Conference included a particularly engaging panel session on women in business. This event was chaired by Professor Kevin Ibeh of the Birkbeck University of London, together with Iruka Ndubuizu, a negotiation practitioner.

**Building local talent:** As part of the chapter's ongoing drive to encourage the development of young scholars, undergraduates and masters students from local universities were invited to participate in the conference poster session. This early-career support was complemented by a special paper development workshop, facilitated by AIB Fellow Elizabeth Rose and Vice President Administration Helena Barnard.



# AIB Central and Eastern Europe

**Theme:** International Entrepreneurship

**Location:** Cracow University of Economics (Krakow, Poland)

**Focus areas:** modeling and estimation methods, research design

**More info:** [bit.ly/aib-cee](http://bit.ly/aib-cee)

**Fifth anniversary festivities:** At five years old, Central and Eastern Europe is still a young chapter, but this year's conference featured detailed discussions led by some of AIB's most seasoned scholars, including Arnold Schuh, William Newbury, Thomas Steger, and James Nebus.



**Record reach and attendance:** With 128 submissions by scholars from 31 different countries, 2018 was the biggest AIB-CEE conference ever. Attendees came from across the chapter's core region and from as far off as Australia, Colombia, and Japan.



**Elegant estimation methods:** This year's most prominent initiative was a special methodology session, led by Keynote Speaker Joe F. Hair. This workshop focused on partial least squares structural equation modeling as well as the use of advanced statistical software to conduct IB research.

**Creating quality research:** A special session on crafting articles for top journals featured insights from seven experienced editors in the IB field. Panelists shared past experiences, current best practices in publishing, and tips for assessing the quality of scholarly works.



## AIB US-Northeast

**Theme:** Global Entrepreneurship and Innovation

**Location:** Drexel University (Philadelphia, PA, USA)

**Focus Areas:** collaboration, information-sharing, entrepreneurship in research and education

**More Info:** [bit.ly/aibusne](http://bit.ly/aibusne)

**Helping IB educators share ideas:** Representatives from the Consortium of Undergraduate IB Education shared information on their current global initiatives, designed to help member schools benchmark their programs and facilitate the sharing of pedagogical best practices.



**Better revisions, less rejections:** Editors from the *Journal of International Business Policy*, *Journal of World Business*, *Global Strategy Journal*, and the *New England Journal of Entrepreneurship* hosted a special session, providing behind-the-scenes insights on the publication process. Attendees received strategies for avoiding common pitfalls like desk rejection.

**International entrepreneurship explained:** AIB Fellow John Cantwell moderated a special panel on the topic of entrepreneurship in international business research and education. Panelists included a number of thought leaders in this subject area: Sharon Alvarez, Donna De Carolis, and Elizabeth L. Rose.

**See you again in spring:** conference participants are set to receive even more value from their chapter membership at next year's Spring Symposium, which they will be able to attend free of charge. The event will be held in early April at Quinnipiac University, in Hamden, Connecticut. Further event details will be made available on AIB US-Northeast's website.







## AIB US-Southeast

**Theme:** Intellectual Property

**Location:** Belmont University (Nashville, TN, USA)

**Focus Areas:** ethics, outreach, leadership

**More Info:** [aibse.org](http://aibse.org)

**Presidential presence:** In this year's keynote address, distinguished scholar and AIB President-Elect, Marjorie Lyles, shared key insights from her research on organizational learning. She was later joined onstage by two other AIB leaders for an informal panel session: Past President Lorraine Eden and current President Chuck Kwok.

**Practicing responsible research:** Anne Tsui, co-founder of Responsible Research in Management and Business, led an interactive panel which engaged the concepts of "relevance" and "credibility" in academic research. This was complemented by a special ethics workshop led by Lorraine Eden, co-author of *The Ethical Professor*.

**Cross-cultural collaboration:** Nearly 50 undergraduate and graduate students from around the world participated in a special workshop where cross-cultural teams developed international strategy recommendations for Soles4Souls, a Nashville-based non-profit which collects new and gently worn shoes for distribution to entrepreneurs in developing economies.



**Recognizing research excellence:** Award-winning researchers from the 2018 chapter conference include Lance Brouthers, Victor Marshall, and Dawn Keig, who received the Best Conference Paper Award; Irina Stoyneva, who received the Best Conference Theme Paper Award; and Clark Johnson and Brittany Bauer, who received the William J. Ziegler Best Ph.D. Student Paper.

## AIB US-West

**Theme:** Emerging Markets

**Location:** University of Denver (Denver, CO, USA)

**Focus Areas:** pedagogy, professional development, globalization

**More Info:** [aib-w.org](http://aib-w.org)

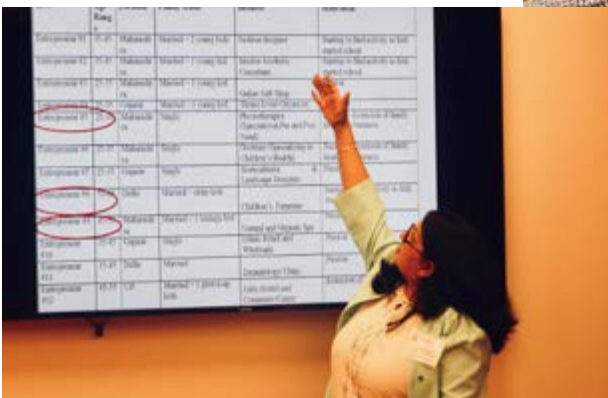
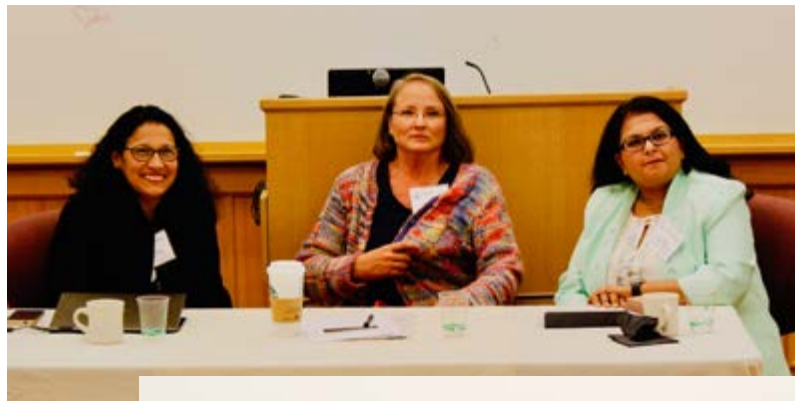
**Global reach, local focus:** 15 US states and 9 countries were represented among this year's conference attendees, including Australia, Brazil, Ghana, Malaysia, and Norway. This diverse group interacted with executives from locally based firms Molson Coors, Western Union, and Newmont, getting a practitioner's perspective on the risks and opportunities that currently characterize international markets.

**Expert perspectives on emerging markets:** Dr. Ilan Alon of the University of Agder delivered an engaging keynote presentation on the globalization of Chinese multinationals. This topic was a perfect complement to this year's conference theme: Emerging markets.

**An editor's take on the publication process:** A special "Meet the Editor" session, led by executive leadership from the *European Journal of International Management* and the *International Journal of Emerging Markets*, was another conference highlight. Ilan Alon and US-West Chapter Chair Gary Knight outlined strategies early-career scholars can use to improve their publication acceptance rates.

### Engaging major issues in IB education:

A series of special panels explored best practices for researching and teaching the topics of international entrepreneurship and gender equity within the IB field. Special thanks go out to this year's panelists: Patricia McDougall-Covin, Manuel Serapio, Dawn Keig, and Tanvi Kothari.





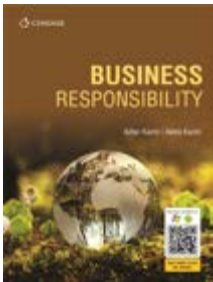
# New Members

*AIB welcomes the 131 new members who joined the AIB community between August 1, 2018, and October 15, 2018*

Marry Abraham	Irina Ervits	Raymond MacDermott	Suqin Shen
Andres Aguilera	Natalia Escobar-Pemberthy	Tonderayi Madziva	Yuyuan Shih
Virginia Amorillo	Tanja Evrosimovska	Beatrice Maisori	Woojong Sim
Nuno Arroiteia	Alejandro Flores	Lukasz Mamica	Lubos Smutka
Angelica Bahl	Cinara Gambirage	Efrider Maramwidze	Shyam Sreekumaran Nair
Octavio Barros	Natalie Gardner	Matej Masar	Irina Stoyneva
Malgorzata Bartosik-Purgat	Babu George	Jolanta Mazur	László Szerb
Irina Berezinets	Barbara Gonzalez	Khanyiso Mguni	Tomohiko Takahashi
Paloma Bernal	Andrea S. Gubik	Jan Jakub Michalek	Sazzad Hossain Talukder
Lita Bernal	Manuel Gutierrez	Adam Michalik	German Teran
Krystian Bigos	Stanley Ibeku	Kentaro Mikami	Peta Thomas
Elzbieta Bombinska	Nkemdilim Iheanachor	Mukul Mishra	Annette Tower
Gerard Boyce	Gideon Chikamai Ingutiah	Elham Motavassel	Elizabeth Turner
Jonathan Brady	Muatasim Ismaeel	David Moura	Tatiana Vashchilko
Tashauna Brown	Alisha Ismail	Faithmercy Muthigah	Emil Velinov
Slawomir Bukowski	Nicolas Jankuhn	Penelope Muzanenhamo	Quang Vu
Luisa Campos	Magnus Jansson	Iruka Ndubuizu	Anita Walsh
Andrew Cavanagh	Hyeyoon Jung	Tshilidzi Eric Nenzhelele	Halina Waniak-Michalak
Man Hin Eve Chan	Martin Jurek	Peter Ntale	Elzbieta Wasowicz-Zaborek
Ching-wen Chang	Margarita Kaprielyan	Daniel Nwaorgu	Jean Wells
Obinna Chinewubeze	Sakshi Kathuria	Chris Ogbechie	Liang Wen
Peter Cohen	Wioletta Kilar	Adunola Okupe	Marzenna Weresa
Gina Cook	Andreea Kiss	Prince Kwarteng Oppong	Tyler Williams
Goriola Olusina	Elko Klijn	Uchenna Ozonoh	Marzanna Katarzyna
Daniel	Piotr Kopycinski	Junpyo Park	Witek-Hajduk
Federica De Vanna	Mario Krenn	Fernando Parrado	Newell Wright
Steven Dickstein	Andrey Kretinin	Zofia Patora-Wysocka	Junfeng Wu
Sarah Dillon	Mark Kuta	Yi Peng	Chaerin Yun
Elzbieta Duliniec	Xiaoxuan Li	Vladimir Pimentel	Piotr Zaborek
Gregory Dunn	Fengru Li	Andrew Pueschel	Weiting Zheng
Delana Dorough	Mei-Hsing Lin	Tomasz Rachwal	Jieyu Zhou
Joseph Eiger	Chen-Miao Lin	Gabriel Roncal	Wojciech Zysk
Randika Eramudugoda	Cate Loes	Eugene Rutaganda	
Gamage	Tony Lyons	Rifat Sharmelly	

# Just Off the Press

Featuring newly published titles from AIB members



**Azhar Kazmi** (King Fahd University of Petroleum & Minerals, Saudi Arabia) and Adela Kazmi's new textbook, *Business Responsibility* (Cengage Learning, 978-9387994027), has been released recently. To the best of the authors' knowledge, *Business Responsibility* is the first ever attempt to address the challenges of partial absence, imbalance, and integration of responsibility-related issues in the curriculum of a typical management programme. The textbook covers all the traditional responsibility-related issues such as corporate social responsibility, corporate sustainability, stakeholders' management, corporate governance and business ethics. It brings in the emergent issues of corporate political activity, human rights in business, employee well-being and business responsibility to consumer. The textbook is suitable for undergraduate and master level students in management, commerce, tourism, and environmental management.

In the new third edition of *Doing Business in Europe* (Sage, 978-1526420749), **Gabriele Suder** (University of Melbourne, Australia) and **Johan Lindeque** (University of Applied Sciences Northwestern Switzerland) provide readers with the fundamental theories and concepts for understanding how business is done in Europe, linking it to the current European business environment through a range of up-to-date case studies and examples. The book has been revised and updated to include recent changes in the economic and political climate of Europe, and thematic perspectives on key contemporary European challenges. The authors also bring into consideration non-EU Business in the EU, as well as the way Brexit is likely to affect businesses. The book is supported by online resources for lecturers and students, including an instructor's manual, PowerPoint Slides, multiple choice questions, class-based role play instruction guides, chapter summaries, and links to relevant videos and podcasts.



Wenxian Zhang (Rollins College, USA), **Ilan Alon** (University of Agder, Norway) and Christoph Lattemann (Jacobs University Bremen, Germany) have edited *China's Belt and Road Initiative: Changing the Rules of Globalization* (Palgrave Macmillan, 978-3319754352). Since the introduction of the One Belt, One Road initiative (OBOR), first proposed in late 2013, international scholars have begun to study this new policy and its implications in the global age. While OBOR provides new opportunities for China in terms of regional cooperation and global development, many also raise concerns about China's intentions of using economic means to achieve strategic and foreign policy objectives. Hailing from the West and the East, the authors reflect on the wide-ranging impacts of OBOR on specific countries, regions, economic policies, and geopolitical considerations. Including both theoretical research and empirical studies

that explore opportunities and challenges related to OBOR, this edited volume will allow readers to gain a more comprehensive understanding of this ambitious undertaking and its long-term impact on the rest of the world.

## Book reviews in JIBS

Did you know that *JIBS* has begun regularly publishing book reviews, under the direction of Book Review Editor Catherine Welch? Recent reviews of books authored by AIB members include the new edition of *Theories of the Multinational Firm* (Edward Elgar, 978-1785367137) by **Mats Forsgren** (Uppsala University, Sweden), reviewed by **Peter Buckley** (University of Leeds, UK) and *Ringtone: Exploring the Rise and Fall of Nokia in Mobile Phones* (Oxford University Press, 978-0198777199) by **Yves Doz** (INSEAD, France) and Keeley Wilson (INSEAD, France), reviewed by Juha-Antti Lamberg (University of Jyväskylä, Finland). Additional reviews will be published in the coming months; all reviews can be accessed in the JIBS archive at <https://link.springer.com/journal/41267>.

