

# JEAN BODDEWYN



NAME: <b>Jean Boddewyn</b>		
TITLE: <b>Emeritus Professor of International Business</b>		
AFFILIATION: <b>Baruch College, City University of New York</b>		
YEAR PhD AWARDED: <b>1964</b>	YEAR BECAME AN AIB FELLOW: <b>1980</b>	YEAR(S) OF SERVICE AS AIB PRESIDENT: <b>1993-1994</b>

## PRIMARY CONTRIBUTIONS TO THE FIELD OF INTERNATIONAL BUSINESS:

- Helped start the development of the fields of: (1) the political behavior of multinational enterprises; (2) the divestment behavior of MNEs; (3) the regulation and self-regulation of advertising around the world; (4) the definition of the concept of “nonmarket,” and (5) the use of reciprocity in business exchanges
- Coordinated the international-business program in the Marketing Department of Baruch College’s Business School from 1980 to 2006
- Encouraged the creation of an AIB Fellows Group in 1977-1978, and served as its Dean in 2005-2008 as well as its Historian
- Was President of the AIB in 1992-1994 after serving as Vice-President Program in 1976-1977
- Served as AIB Historian in 2017-2019

## SELECTED MAJOR PUBLICATIONS:

“Integrating Social and Political Strategies as Forms of Reciprocal Exchange for the Analysis of Corporate Governance Modes,” **British Journal of Management**, 2017, 28(4): 575-588 – with Peter Buckley as second author.

“Using Organization Structure to Buffer Political Ties in Emerging Markets: A Case Study,” **Organization Studies**, 33(1), 2012: 71-95 – with Marleen Dieleman as first author.

“Understanding and Advancing the Concept of ‘Nonmarket’,” **Business & Society**, 42(3), 2003, 297-327.

“International-Business Political Behavior: New Theoretical Dimensions,” **Academy of Management Review**, 19(1), 1994: 119-143 – with Thomas Brewer as second author.

“Political Aspects of MNE Theory,” **Journal of International Business Studies**, 18(3), 1988: 341-363.

“Advertising Self-regulation: Private Government and Agent of Public Policy,” **Journal of Public Policy and Marketing**, Spring 1985: 129-141.

## **MAIN HONORS AND DISTINCTIONS:**

- Fulbright Scholar, 1951-1952
- Fellow of the Academy of International Business (1980), the Academy of Management (1974) and the International Academy of Management (1981)
- President’s Award for Excellence in Research-Career Scholarship in International Business, Baruch College, 1994
- Service Award, Academy of Management, 1994
- Lifetime Achievement Award, International Management Division (AOM), 2017

## **JEAN BODDEWYN’S PRESIDENCY AND ITS IMPACT ON THE AIB**

The AIB was already 35-years-old when I became President in 1992. Inducted with me were Brian Toyne and Steve Kobrin as VPs Program. Peter Buckley had been in charge of the Brussels program which had been relocated to Belgium. This major incident reveals that the AIB Executive Board and Secretariat have to be ready for nasty surprises such as the withdrawal of support from a local university or a terrorist attack at the planned location – as happened when our Conference was relocated from Istanbul to Stockholm in 2004.

The first major decision at my first meeting with the Executive Board was the appointment of Paul Beamish (Ivey Business School) as the fourth Editor of our *Journal of International Business Studies* after David Ricks (South Carolina). The lesson for me was that AIB Presidents often have to “rubber-stamp” decisions made before their time and without their input since they depend on the work of the Executive Secretary which hunts years ahead for new locations. Thus, my Board had to accept that we would meet in Hawaii in 1993 and in Boston the following year, and that we were already invited to come to Seoul in 1995 and Vienna in 1998.

The AIB had 2,383 members with two-thirds (1,555) coming from the United States, followed not by Canada (128) or the UK (60) but by Japan (164)! Australia counted 95 members while the rest of our membership came from 65 countries. The AIB was really becoming “international” in membership – a fact which justified the previous decision to meet outside North America in two out of three years.

AIB Executive Board Meetings can also handle apparently small details although they bear on conference attendance. Thus, we debated whether to meet in October or November and whether to end the conference on Sunday or Saturday – the latter to facilitate long-distance returns home the next day. Another discussion involved holding a “Doctoral Students’ Consortium” which has met with great success ever since. Sometimes, long discussions take place about some item on the agenda – for example, that “panels” are proposed and accepted but then few panelists show up at the conference.

Presidents depend greatly on the diligent work of the AIB Secretariat (as it is called now) and nothing beats having a good “Executive Secretary” at your elbow. I was very lucky to be helped by Attila Yaprak (Wayne State) who prepared many reports and negotiated agreements with hotels at conference locations that had to be visited and ultimately selected from among several possible sites. On the other hand, I found my VPs-Program less helpful because they were uniquely concerned with organizing and delivering an excellent program – which is great, of course, but disappointing in terms of working together as a team. Since each member of our Board – including the VP Administration/Finance – was elected individually, there were no common goals.

You also have to approve various past expenditures as *faits accomplis*, and you discover all sorts of projects undertaken by non-Board members such as Jeffrey Arpan and Randy Folks (South Carolina) running the fifth AIB Curriculum Survey while Bob Green conducted a survey concerning JIBS and the AIB Newsletter. New conference innovations included a Junior Faculty Consortium and a Plenary organized and staffed by the AIB Fellows. AIB Chapters were multiplying even though the quality of their leadership varied. Money is a recurrent issue because

the main income sources were AIB membership dues, local-host financial support and conference registration fees. Government agencies and private organizations were targeted too but we were still marked by the 1976 fight over our relationships with them. The Board decided to charge a placement fee – \$25 for a recruiting school and \$10 for a successful applicant – but that was peanuts in the face of a \$20,000 loss facing the AIB. Yet, we declined to increase AIB annual membership dues for fear of losing members.

Having a base in Western Europe remained a frustrating goal. There was a UK Chapter of the AIB but Europe at large became and remained the domain of the European International Business Academy which shared many leaders with us over the years: John Dunning, Peter Buckley, John Cantwell and Daniel Van Den Bulcke. In 1994, the electronic age dawned on us with an AIB “net” which would be rolled out in 1995.

Finally, the need to grow became more pressing in the face of a stagnant membership. The most promising way seemed to be the creation of new chapters in Latin America, the Middle East and Africa but leaders and a minimum of 20 members were hard to find besides keeping the existing Chapters alive and well through frequent “reorganizations.” Our conference in Boston witnessed the last appearance of our main founder John Fayerweather, followed by the brilliant introduction of Edith Penrose as our Eminent Scholar by José de la Torre. That was a nice conclusion to my 1992-1994 presidency.