

ROBERT GROSSE



NAME: Robert Grosse		
TITLE: Professor of International Business		
AFFILIATION: Thunderbird School of Global Management		
YEAR PhD AWARDED: 1977	YEAR BECAME AN AIB FELLOW: 2001	YEAR(S) OF SERVICE AS AIB PRESIDENT: 2012-14

PRIMARY CONTRIBUTIONS TO THE FIELD OF INTERNATIONAL BUSINESS:

- Writing about the theory of foreign direct investment, government-business relations, and multinational enterprise in emerging markets.
- Bringing real-world experience to bear in our discussions and writing, after spending several years as a top executive in a major multinational bank
- Relatively tireless support for AIB from 1976 onward
- Efforts to build more and more successful AIB chapters, especially in emerging markets
- Efforts to get AIB involved in social commitment in the communities where our annual meetings are held
- Active effort to build and lead the US DOE CIBER programs at Miami and Thunderbird

SELECTED MAJOR PUBLICATIONS:

- Emerging Markets: Strategies for Competing in the Global Value Chain. (November 2015). London: Kogan Page. 261 pp.
- Can Latin American Firms Compete? (editor and co-author) Oxford: Oxford University Press, 2007. 350 pp.
- International Business-Government Relations in the 21st Century. (editor and co-author) Cambridge: Cambridge University Press, 2005. 460 pp.
- “International Technology Transfer in Services” Journal of International Business Studies (Fourth Quarter 1996). pp. 781-800.
- “Foreign Direct Investment in the United States: An Analysis by Country of Origin” (with Len Trevino) Journal of International Business Studies (First Quarter 1996). pp. 139-155.
- “An Imperfect Competition Theory of the Multinational Enterprise,” Journal of International Business Studies (Spring 1985). pp. 57-80.

- “The Theory of Foreign Direct Investment” University of South Carolina Essays in International Business #3 (December 1981). pp. 1-51.

HONORS AND DISTINCTIONS:

- Fellow, Business Association of Latin American Studies (elected 2011)
- Best Teacher Award, Global MBA Program, Thunderbird and Monterrey Tec (2009-10)
- Fellow, Academy of International Business (elected 2001)
- Fulbright scholar, Uruguay (summer 1983 and 1985)
- Fulbright scholar, Peru (summer 1981)
- Dissertation fellow, Fund for Multinational Management Education (1975-76)
- National Merit Scholar, Princeton University (1969-73)

MAJOR DEVELOPMENT OF THE AIB DURING YEAR(S) OF SERVICE

During my time as the last 2-year President of AIB we implemented a number of significant steps forward, from building more chapters in emerging markets, to getting AIB members involved in social commitment projects at each annual meeting, to pursuing the almost never-ending effort to establish a new academic journal in addition to JIBS.

As far as the second journal is concerned, our effort was to move into the public policy/IB area, first in possible collaboration with the UNCTAD division on transnational corporations and ultimately to pursue our own independent journal, now called JIBP. The *Journal of International Business Policy* launched in 2018 and which seems to be progressing well so far.

Our attempt to build more chapters in emerging markets, and expand the existing ones, is a response to the reality that growth in our field is likely to come from those countries, where growth is faster than in the Triad, and scholarship of all kinds is growing today. Our biggest challenges remain China and India, and our biggest successes are clearly Latin America and Eastern Europe.

My concern about social responsibility arose when we had our annual meeting in Nagoya just weeks after the earthquake and tsunami in 2011 – but the AIB did not offer any institutional commitment or support for the people hurt by that tragic event. I saw that many AIB members were very concerned about the situation, and I felt that we should make some kind of effort to demonstrate our community commitment at future AIB meetings. We did begin doing that in 2012 in Washington, DC, and, subsequently at each annual meeting, there has been some social commitment activity organized by AIB. In addition, AIB committed to supporting the 39-Country Initiative started by Paul Beamish at Ivey Business School to get books donated to business schools in emerging markets. Since we live in a world where social responsibility and community commitment are increasingly demanded of the companies we study, it is great to see our organization demonstrating our own commitment to such issues.

Overall, I feel that we took some notable steps forward during those two years. We achieved some smaller successes as well, such as moving toward a 501c(3) organization for tax and liability reasons, using some of our accumulated funds for good projects, meeting a couple more times per year via teleconference to keep AIB initiatives moving ahead, carrying out the change in the length of officers’ terms from 2 years to 1, as well as pushing the date of the never-to-be-held San Antonio, TX meeting three more years into the future! Most of what my group of officers accomplished was due primarily to the untiring efforts of Tunga Kiyak and the other members of the AIB Secretariat – and we thank them very much for that!

I should mention that we had to deal with a very real political-risk challenge during our annual meeting in 2013 in Istanbul. With a deadly crackdown by the Erdogan government against protestors in Taksim Square that occurred in May, the AIB officers had to decide whether or not to go ahead with the meeting in Istanbul in July. The AIB Conference had been moved from Istanbul to Stockholm in 2004 due to violence of a similar kind at that earlier time. This time, we communicated frequently among the officers, along with local arrangements’ head Nakiye Boyacilliger and Tunga Kiyak (both Turkish-born AIB members) during May and June, ultimately deciding to go ahead with the meeting. It was quite a roller-coaster ride of concerns, doubts, pros & cons – but we went!

In my view, the biggest challenges facing the AIB today are: (1) the question of our relevance to business decision-making, government policy, and general understanding of business that crosses borders, and (2) the forays by many other disciplines to claim that IB is just part of their own domains. We risk declining membership and interest in our field if we cannot repeatedly demonstrate our value in these contexts, and we need to be ever-active in advancing knowledge that applies to international business as well as in keeping the other social-science fields at bay. This means that we need to advance people's ability to think about and understand international business as well as to apply our thinking to companies' decision-making and governments' policy-making.