

ROSALIE L. TUNG



NAME: Rosalie L. Tung		
TITLE: The Ming & Stella Wong Professor of International Business		
AFFILIATION: Simon Fraser University, Beedie School of Business		
YEAR PhD AWARDED: 1977	YEAR BECAME AN AIB FELLOW: 2003	YEAR(S) OF SERVICE AS AIB PRESIDENT: 2015-2016

PRIMARY CONTRIBUTIONS TO THE FIELD OF INTERNATIONAL BUSINESS:

- FOUNDED DIRECTOR OF INTERNATIONAL BUSINESS CENTER, UNIVERSITY OF WISCONSIN-MILWAUKEE
- ESTABLISHED INTERNATIONAL BUSINESS AREA CONCENTRATION AT SIMON FRASER UNIVERSITY (CANADA)
- SERVED AS PROGRAM CHAIR AND CHAIR OF INTERNATIONAL MANAGEMENT DIVISION, ACADEMY OF MANAGEMENT
- SERVED AS SECRETARY-TREASURER OF AIB, 1985-1986
- SENIOR EDITOR, INTERNATIONAL HUMAN RESOURCE MANAGEMENT, *JOURNAL OF WORLD BUSINESS*, 1999-2007
- AREA EDITOR, *JOURNAL OF INTERNATIONAL BUSINESS STUDIES*, 2007-2010
- EDITOR-IN-CHIEF, *CROSS CULTURAL & STRATEGIC MANAGEMENT*, 2016-PRESENT
- SECRETARY TO DEAN OF THE FELLOWS, AIB, 2005-2008
- PRESIDENT OF AIB, 2015-2016
- DEAN OF THE FELLOWS, AIB, 2017-2020

SELECTED MAJOR PUBLICATIONS:

- Luo, Y., and Tung, R.L. 2018. "A general theory of springboarding". *Journal of International Business Studies*.
- Tung, R.L. "New Perspectives on Human Resource Management in a Global Context". *Journal of World Business*, Vol.51, No.1 (2016), pp.142-152.
- Tung, R.L. "Opportunities and Challenges Ahead of China's 'New Normal'". *Long Range Planning*, Vol. 49 (2016), pp. 632-640.
- Stahl, G. K. and Tung, R.L. "Towards a more balanced treatment of culture in international business studies: The need for positive cross-cultural scholarship". *Journal of International Business Studies*, Vol. 46, No.4 (2015), pp.391-414.
- Tung, R.L. and Verbeke, A. "Beyond Hofstede and GLOBE: Improving the quality of cross-cultural research". *Journal of International Business Studies*, Vol. 41, No.8 (2010), pp. 1259-1274.
- Tung, R.L. "The Cross-Cultural Research Imperative: The Need to Balance Cross-national vis-à-vis Intra-national Diversity", *Journal of International Business Studies*, Vol.39, No. 1 (2008), pp.41-46.
- Tung, R.L. "Do Race and Gender Matter in International Assignments to/from Asia Pacific? An Exploratory Study of Attitudes among Chinese and Korean Executives". *Human Resource Management*, Vol.47, No.1 (2008), pp.91-110.
- Tung, R.L. "Strategic Management Thought in East Asia", *Organizational Dynamics*, Vol.22, No.4 (1994), pp. 55-65.

- Tung, R.L. "U.S.-China Trade Negotiations: Practices, Procedures, and Outcomes." *Journal of International Business Studies*, (Fall 1982), pp. 25-37.
- Tung, R.L. "Selection and Training of Personnel for Overseas Assignments." *Columbia Journal of World Business*, (1981), Vol. 16 (1) pp. 68-78.

MAIN HONORS AND DISTINCTIONS:

ELECTED MEMBER OF THE EXECUTIVE BOARD OF THE ACADEMY OF MANAGEMENT (2000-2015), CULMINATING IN MY ROLE AS PRESIDENT OF THE ACADEMY OF MANAGEMENT IN 2014-2015. FELLOW OF THE ROYAL SOCIETY OF CANADA (1997), THE ACADEMY OF MANAGEMENT, ACADEMY OF INTERNATIONAL BUSINESS (2003), BRITISH ACADEMY OF MANAGEMENT AND INTERNATIONAL ACADEMY OF INTERCULTURAL RESEARCH. WINNER OF 1998 Vancouver Woman of Distinction Award in Management, Professions and the Trades

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

When I became President on August 1, 2015, the AIB Executive Board was already in its second cycle of one-year term appointments (from the previous 2-year term). Given the reduced term, many initiatives and projects that may take years for completion were carried forward from one Presidency to another. Perhaps the best way to characterize my Presidency is to say that we took stock of where the Organization was at and how we can capitalize on our strengths and rectify our limitations. This endeavor has resulted in the following initiatives/developments:

1. To understand the diverse needs of our members from disparate regions of the world (AIB has 3000+ members from 85 countries), I undertook a diversity survey of our members to gauge the extent to which our members (a) felt included; and (b) identified more closely with AIB, the organization *or* the AIB regional chapter to which they belonged. 1,139 members responded – 27.5% indicated that they “never felt excluded” while 8.1% “never felt included”. The reasons for feelings of inclusion/exclusion were: academic rank, country of origin, and where they obtained their degree. Although the majority of respondents expressed greater affinity with the Organization, in general, they reported higher degrees of inclusion at the Chapter level.
2. Further development of initiatives/programs to support the regional Chapters, such as the provision of better resources and strengthening the liaison roles of VP-Administration with the Chapters. US West, under Gary Knight, was revitalized after being dormant for several years and held their first conference in Seattle in October, where I attended and gave a keynote speech. Our Canadian Chapter was also encouraged to host its annual conference independent of the Administrative Sciences Association (ASAC), an umbrella organization in the field of management in Canada. To spur action among some of our less active Chapters, such as the China Chapter, I initiated contact with the International Association for Chinese Management Research (IACMR), a younger organization with more members, to sponsor one or two of our sessions at their biannual meetings with reciprocal arrangements at ours. Several board members participated in the IACMR conference in Hangzhou, China, in June 2016, while IACMR hosted some sessions at our New Orleans conference in 2016.
3. The Board reflected on why International Studies Association (ISA), an organization similar to us age-wise and in terms of being secondary associations, has twice the membership of AIB’s. The reasons included (a) larger ISA conferences where all submissions were essentially accepted; and (b) publication of multiple journals. In the case of AIB, our membership fluctuates according to the location of the previous year’s conference since the conference registration fee includes a 1-year membership. Actions adopted by the Board in response, in part, to these differences include the hosting of special conferences and expansion of our publication portfolio, the latter to be addressed under 4 below. The first special conference was held at Bocconi University in Milan (Italy) in October 2015.
4. For some time, AIB has been in conversation with the Division of Investment Enterprise (DIAE), UNCTAD, about the possibility of our Organization co-publishing their journal, *Transnational Corporations* (TNC). When it became evident that this collaboration will not work, the Board moved quickly to approve the launching of a second journal, *Journal of International Business Policy* (JIBP) that will begin publishing in 2018. Sarianna Lundan was appointed as its first EIC. In addition, drawing upon the experience of the Academy of Management, I established a Journals Committee where we developed and adopted a Publications policies and guidelines to facilitate further diversification of our publication portfolio in

the near future. Related to this, Dan Rottig and John Mezias, were appointed as co-editors of *AIB Insights* with the revised mission of publishing op-eds and short articles that resemble TED talks.

5. There were several new developments with regard to *JIBS*. First, the term of John Cantwell as EIC of the journal would end on December 31, 2016. Tomas Hult and I co-chaired a search committee for the next *JIBS* editor. After careful consideration, Alain Verbeke was selected. Second, *JIBS*' ranking has improved so that it is now a 4-star journal. Third, David Bull, Palgrave-MacMillan's (PM) publisher who has worked with *JIBS* for many years, has moved to another role after PM's merger with Springer. The new Springer-PM assigned to us is Steve Ottogalli (Otto).
6. To provide more value for our members, we have approved the formation of Special Interest Groups (SIGs). The first SIG that was approved is Research Methods.
7. To deal with our growth, AIB, previously an unincorporated 501c organization, is now incorporated. In addition, we purchased an Association Management Systems (AMS) to improve efficiency to better service the growing needs of the Organization and its Chapters.
8. Since our annual conferences are now held in late June or early July, to improve workflow, beginning in 2017, the paper submission deadline has been moved forward to November of the preceding year instead of the previous January deadline.
9. In light of our healthy financial situation and rather sizable reserves, we established an Investment Committee. The committee (Hadi Alhorr, Jay Choi, Rob Grosse, Tomas Hult and I as chair) developed an investment policy for the organization.
10. For the first time, our 2016 annual conference in New Orleans (Charles Dhanaraj, Program Chair) did not have a local host. We realized a \$9,000 profit after excluding the provision of \$60,000 in travel stipends to our members.
11. The name of the Haynes Prize for Most Promising Scholar was changed to the Alan Rugman Young Scholar Award.