LORRAINE EDEN

NAME: Lorraine Eden
TITLE: Professor of Management and Emerita Professor in Business
AFFILIATION: Texas A&M University
YEAR PhD AWARDED: 1976
YEAR BECAME AN AIB FELLOW: 1994
YEAR(S) OF SERVICE AS AIB PRESIDENT: 2017-2018

PRIMARY CONTRIBUTIONS TO THE FIELD OF INTERNATIONAL BUSINESS:

Lorraine Eden’s primary contributions to the field of international business are her research on the political economy of multinational enterprises (MNEs). Within this broad area her research has three main streams.

The first stream has been devoted to the study of transfer pricing (the pricing of transactions between MNE subunits), where she is recognized as one of the founders of the field for her work on the microeconomics of transfer pricing. Since then, she has explored the diffusion of the arm’s length standard, the ethics of transfer pricing, and empirical estimates of transfer price manipulation. She has also studied tax avoidance, tax havens, and the OECD Base Erosion and Profit Shifting (BEPS) initiative.

The second stream of her research has focused on the strategies used by firms to cope with the liability of foreignness (LOF) they face when going abroad. She has studied developed market firms entering emerging economies (and vice versa) where she argues that LOF is primarily due to differences in institutions across countries. Using an iterated MNE-state bargaining model that she developed, Prof. Eden has shown that foreign MNEs can over time change their status from outsiders to insiders in the host country in industries such as autos and banking. For firms from emerging economies such as China, she has argued that LOF is particularly problematic and requires special strategies in order to be seen as insiders, including taking on local partners, locating near ethnically similar firms and customers, and engaging in corporate socially responsive (CSR) activities.

A third stream of research has focused on MNEs in “hot spots”, including exit strategies of MNEs in war zones and “fight or flight” responses of MNEs to public sector corruption in host countries. Her work in this stream builds on the concept of shocks and responses. She develops a vulnerability framework where three factors (exposure, at-risk resources and coping mechanisms) determine firms’ responses to an external shock such as outbreak of a war or
adoption of a regional trading agreement. Her empirical tests provide strong support for the roles of all three factors in determining firm responses.

She has also contributed to the literature on topics such as the political economy of regional integration, MNEs and the Janus face of globalization, state owned multinationals, international strategic alliances, ethics in academia, culture and gender, and research methodologies.

**SELECTED MAJOR PUBLICATIONS:**


**MAIN HONORS AND DISTINCTIONS:**

- Governor General’s Medal and Valedictorian, St. Stephen High School, St. Stephen, NB, Canada, 1966.
- PhD with First Class Distinction in Economics, Dalhousie University, 1976.
- Pew Faculty Fellowship in International Affairs, Harvard University, 1991-1992.
- Phi Beta Delta (Honor Society for International Scholars), Texas A&M University, 1995.
- Vice President and Program Chair, Academy of International Business, 2000-2002.
- International Gold Key Society, Texas A&M University, 2002.
- Bush Excellence in International Faculty Research Award, Bush Presidential Library, 2002.
- Texas A&M Faculty Fellow, 2002-2007.
- Rotary International Paul Harris Fellow, Bryan Rotary Club, Texas, 2006.
- Mays Research Fellow, Texas A&M University, 2008-2011.
- John H. Dunning President’s Award, Academy of International Business, 2012.
- Woman of the Year, WAIB (Women in the Academy of International Business), 2016-2017.

**LINKS TO MOST CURRENT CV AND TO OTHER WEBSITES** (WIKIPEDIA, HOME PAGE, PERSONAL BIOGRAPHIES, ETC.)

- LinkedIn: [linkedin.com/in/leden](linkedin.com/in/leden)
- ORCID: [orcid.org/0000-0002-8002-9959](orcid.org/0000-0002-8002-9959)
- Personal website: [www.voxprof.com](www.voxprof.com)
- SSRN: [ssrn.com/author=398344](ssrn.com/author=398344)
- Texas A&M: [mays.tamu.edu/directory/leden/](mays.tamu.edu/directory/leden/)
- Wikipedia: [en.wikipedia.org/wiki/Lorraine_Eden](en.wikipedia.org/wiki/Lorraine_Eden)
As AIB president, I started some new initiatives and continued others that were the brain child of earlier presidents.

Perhaps the most important – certainly for me the most time consuming – was the new AIB Code of Ethics (COE), which was two years in development and was finally passed at the AIB Executive Board meeting in Minneapolis in June 2018. As part of the new COE, we established two new ethics committees, the Ethics Policy Committee (EPC) and the Ethics Review Committee (ERC). I want to thank in particular Denis Arnold and Paul Vaaler, the chairs of the two new ethics committees, for taking on this responsibility. I also worked with the editors of JIBS and JIBP to turn the JIBS Code of Ethics into a more general Journals Code of Ethics, and with the EPC on revising the Code of Ethics for the AIB Leadership to make it consistent with the new COE.

I also worked closely with the AIB Board, Secretariat and many volunteers on new policies and committees. Chuck Kwok, Nakiye Boyacigiller, Rosalie Tung, Tunga Kiyak and I developed AIB’s Mission, Vision and Values Statement, and a policy on Conference Locations. Several committees were set up to improve the effectiveness and efficiency of the services that AIB provides to its members including the AIB Chapters, Publications, and Teaching Resources committees.

A key innovation going ahead will be the new organizational structure, the AIB Shared Interest Group (SIG), adopted by the Board in Minneapolis. The SIG policy and application process, which I developed with Jeremy Clegg and the executives of WAIB and the Research Methods group, creates SIGs as subgroups within AIB organized around teaching, research methods, and other cross-cutting issue areas. I believe SIGs will be an important source of growth in AIB membership and leadership opportunities over the coming years.

Another happy initiative during my presidency were a variety of AIB anniversaries and birthdays. AIB celebrated its 60th anniversary in Minneapolis, together with almost all the AIB past presidents. We also launched AIB’s new Journal of International Business Policy under editor-in-chief Sarianna Lundan, and the AIB History Project with Jean Boddewyn as AIB Historian and Lilac Nachum as Deputy Historian.