



**AIB 2006 Annual Meeting
Beijing, China
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From The Silk Road To Global Networks: Harnessing The Power Of People In International Business

Program Chair: *Mary Ann Von Glinow, Florida International University (aib2006@fiu.edu)*

Submission Deadline: January 17, 2006

Theme: "From the Silk Road to Global Networks: Harnessing the Power of People in International Business"



From its genesis in ancient times, through its pinnacle during the Tang dynasty, until its slow demise seven hundred years ago, the Silk Road has played a unique role in foreign trade, religion, culture and political relations that stretches beyond China itself. Its mark is seen on civilizations on all sides of the Asian continent. Travel was then limited to camels and horses. Today's world with the latest developments in global networks, where the Internet connects even the most remote locales, coupled with changes in political and economic systems, makes the Silk Road a global phenomenon. The commonality across the Silk Road and Global Networks is not trade

per se, but people. People are and always have been the spark, that when ignited, make things happen.

Paper and Panel Submissions:

Submission of papers based on international or cross-national data is particularly encouraged. Paper and panel submissions for AIB 2006 are categorized into ten tracks. Each paper or panel proposal must be submitted to only one track. Please select the track closest to your proposal from the list below.

1. **The Context of Global Business**

Track Chair: John Mezas, University of Miami

This track seeks papers examining important factors and trends affecting global business. Such topics include, but are not limited to international political economy, MNE-State relations, country risk, regional trade blocks, liabilities of foreignness, international non-governmental organizations, MNE management of global stakeholders, subsidiary networks, global corporate social responsibility, corruption, ethics compliance, MNEs operating under host-country and international law, global versus regional business, information technology and distance in today's global economy, and the history of global business.

Keywords: International political economy, country risk, trade blocks, liabilities of foreignness, international non-governmental organizations, global stakeholders, subsidiary networks, corporate social responsibility, ethics compliance, international law, geographic distance, global business, global business history, international regulations, global environment, global institutions, securing natural resources, corruption, terrorism, and IB research agenda.

2. **International Economics, Finance, Accounting and Taxation**

Track Chair: Tamir Agmon, The College of Management

This track seeks papers that place the complex set of phenomena known as international Business in the context of international economics, finance, accounting and tax. The scope of possible papers ranges from the macro issues of international economics like the interface between MNEs and national states and its effects on the spatial distribution of economic growth, to corporate finance and corporate governance issues within MNEs, to the way that international accounting reflects and affects the behavior of MNEs and other firms in an international issues, and to the distributional issues of several tax jurisdictions. Following the recent developments in the research in economics and finance this track seeks papers that examine these issues in the context of a world of monopolistic competition and incomplete markets. This world view is particularly appropriate to the analysis of International Business issues.

Keywords: MNEs and economic growth, international finance, corporate governance at MNEs, MNEs and imperfect contracts, cost of capital in a multiple currency world, transparency within and among MNEs and national states, harmonization of tax across states, location and monopolistic competition, valuation in a global world, finance as an "ownership advantage".

3. **Managing People Across Cultures**

Track Chair: Peter Dowling, Victoria University of Wellington

This track covers the broad areas of International Human Resource Management (HRM) and International Organizational Behavior (OB). We are interested in HRM and OB contributions from the traditional Western MNE expatriate perspective as well as from a host country perspective and the perspective of internationalizing Asian firms that are beginning to expand into developed markets.

Keywords: Cross-cultural management; International HRM; International OB; leadership of cross-national work teams; Impact of culture on MNE performance; managing a global workforce; International training and development; International HRM in emerging MNEs, expatriate.

4. **International Strategic Management: Managing and Competing Across Borders**

Track Chair: Simon Collinson, University of Warwick

Although this track will include papers examining corporate international structures and organization mechanisms in multinational firms, contributions will have an explicit strategy dimension. The emphasis will be on both understanding and improvement. How do our research insights inform the formulation of appropriate strategies, the development of effective organization structures and the ability of managers to manage across borders?

Keywords: Strategy, performance, leadership, competences, capabilities, competitive advantage, best practice, promising practices, internationalization, joint ventures, innovation, intrapreneurship, integration and responsiveness, international diversification, strategic learning, strategic networks, strategy processes, governance, knowledge strategies, strategic alliances, regional strategy, regional headquarters, headquarter-subsidiary relations, strategic decision-making, strategies for emerging economies, Asia strategies.

5. **Strategies for Entry, Expansion and Operations Abroad**

Track Chair: Klaus Meyer, University of Reading

The track covers research pertaining to establishing, growing and managing business abroad. This includes for instance decisions concerning the location, timing and modes of foreign entry, the management of joint ventures and subsidiaries, and longitudinal studies into processes of internationalization and subsidiary growth. Of particular interest are papers analyzing the adaptation of people and businesses to different local contexts.

Keywords: Entry and operation modes, exports, international contracting, joint-ventures, acquisitions, greenfield, franchising, timing of entry and investment, location, subsidiary expansion and growth, internationalization process, subsidiary strategies, managing foreign operations, adaptation of strategies and operations to local context, standardization viz globalization, subsidiary performance, localization, foreign trade offices, export promotion.

6. **Marketing and Supply-Chain**

Track Chair: Chris White, Michigan State University

This track invites papers that address issues relevant to academics and practitioners interested in global marketing and supply-chain. Manuscripts appropriate for this track may include, but are not limited to, those addressing supply-chain strategies in global operations, global product innovation management, global branding, market assessment and entry decisions, horizontal and vertical global market segmentation, planning and implementing issues of global marketing programs, export and import marketing issues, global marketing topics relating to transitional and emerging economies, comparative marketing systems, global competitive marketing strategy, global alliances in marketing, and cross-cultural marketing issues.

Keywords: marketing, product innovation, branding, market entry, market segmentation, marketing programs, exporting, supply chain, services, creativity, market orientation, new product performance, country of origin effects, e-commerce, consumer behavior, export performance, importing, transitional economies, comparative marketing, market expansion, entrepreneurship, standardization/adaptation, born global firms, multi-market contact, supply chain integration, supplier management.

7. **Harnessing the Power of Learning, Knowledge and Innovation**

Track Chair: Marjorie Lyles, Indiana University

The knowledge-based approach is important to firms with subsidiaries or partners in Asia as well as to Asian firms. This track addresses how knowledge is created, transferred, assimilated, transformed and used as well as new innovations and the processes of Research and Development (R&D) and new knowledge creation. The track will explore how the processes of learning, knowledge management and innovation influence MNCs and

internationalizing firms and how the context, content, and intervening variables affect these processes.

Keywords: Organization learning, knowledge management, innovation & R&D; improvisation, creativity, human/knowledge capital, technological/knowledge-based competencies; tacit/explicit; intelligence/ignorance; networks; inter- and intra-firm transfer; best practices; routines; chunking; adaptation and adoption; Knowledge-based View; knowledge activists; global learning; exploration/exploitation; communities of practice; patents; new ventures/venture capital; knowledge stocks & flows; knowledge archetypes; absorptive capacity; intangible assets; organizational memory/knowledge structures; unlearning; knowledge acquisition and sharing; knowledge sourcing; multinational alliances; 'hot' teams; knowledge transfer and innovation in MNCs

8. **Offshoring and Outsourcing: Entrepreneurship in Action**

Track Chair: Subhash Jain, University of Connecticut

This track focuses on the benefits and costs of offshore outsourcing to both the home country and the host country. Is offshore outsourcing a passing phenomenon or is it likely to continue? What type of firms find offshore outsourcing beneficial? What nations are popular destinations and for what type of outsourced work? What public policy issues does offshore outsourcing raise? Are these the new entrepreneurs? What role does entrepreneurship play?

Keywords: Outsourcing, Offshoring, Entrepreneurship, Emerging global labor market, Unemployment in developed countries, R&D outsourcing, Innovation, Immigration policy, Future of Outsourcing, Benefits to developing countries, Problems of offshore outsourcing, Political backlash, Outsourcing of high-end jobs, Benefits to corporations, Competitive advantage, Cost savings.

9. **Security and International Competitiveness: Internet security and Intellectual Property**

Track Chair: Rob Grosse, Thunderbird

Security issues have risen to high visibility in the early 2000s. This track is interested in exploring the relations between security issues (national security or homeland security; corporate security; etc.) and the competitiveness of firms. Do security problems cause lack of competitiveness? Is security a risk or a cost to business, or both? How does corporate security contribute to competitiveness or lack of it? These are some issues that may help to define the scope of this track. It will be particularly useful to include measurement of the security impacts on business competitiveness.

Keywords: International Security, Homeland Security, Corporate Security, Security and Competitiveness, International Competitiveness, Internet Security, Intellectual Property

10. **Internationalization of Asian Firms: Early and late internationalization from Asia.**

Track Chair: Michael Enright, University of Hong Kong

This track covers the patterns and processes of internationalization of Asia firms. From Japan's global giants to China's nascent multinationals following "Go Global" strategies, Asian firms are becoming more prominent on the world scene. The track will explore the nature of the internationalization of Asian firms and the extent to which the internationalization of Asian firms is similar or different to that of non-Asian firms.

Keywords: Global and regional strategies of Asian firms, early and late internationalizers from Asia, processes of internationalization of Asian firms, entry strategies of Asian firms, distinctions between Asian and non-Asian firm internationalization.

Doctoral Consortium Chair: *Kannan Ramaswamy, Thunderbird*
Junior Faculty Consortium Chair: *Sumit Kundu, Florida International University*

Submissions for the conference will take place through [AIB's online submission system](#). The submission system opened on December 19, 2005. All manuscripts and proposals must be **submitted by January 17, 2006**. Please refer to the [detailed submission instructions](#) for further information.

For up-to-date information about the conference and related events, detailed submission instructions, and important deadlines, please check the conference website



at <http://aib.msu.edu/events/2006/>. Any questions regarding this call for papers should be submitted to the track chairs or the Program Chair, Mary Ann Von Glinow, at aib2006@fiu.edu.

We look forward to receiving your submissions and to seeing you in Beijing!

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