

**Academy of  
International  
Business**

**PROGRAM**

**ANNUAL MEETING  
1995**

**Sheraton Walker Hill  
Seoul, Korea  
November 15-18, 1995**

*Hosted by Seoul National University*

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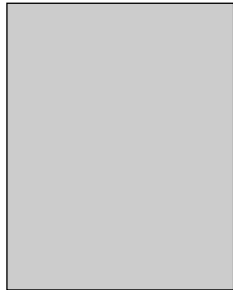
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**JOURNAL OF INTERNATIONAL  
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Editor  
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University of Western Ontario, Canada

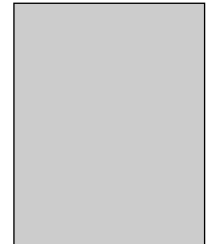
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### *The Academy of International Business*

Established in 1959, today the AIB has over 2600 members in more than 65 different countries around the world. Members include scholars from the leading academic institutions as well as scholars from schools that are just beginning to build their International Business programs. Members from developing countries, newly industrialized countries, as well as industrialized countries, are equally welcome to join.

The objectives of the Academy of International Business, as set forth in its constitution, are to foster education and advance professional standards in the field of international business.

These objectives include the following:

1. facilitating the exchange of information and ideas among people in academic, business, and government professions who are concerned with education in international business
2. encouraging and fostering research activities that advance knowledge in international business and increase the available body of teaching material
3. cooperating, whenever possible, with government, business and academic organizations to further the internationalization objectives of the AIB

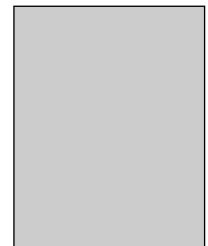
Each Fall the AIB membership gathers at the annual AIB Conference. Boston, London, Miami, and Singapore are among the locations of past conferences. Future conferences are scheduled for Canada, Mexico, and Vienna.



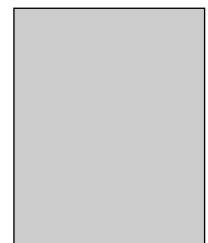
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## Welcome to the 1995 Annual Meeting of the Academy of International Business

**T**hank you for attending the conference and welcome to Seoul. We hope that you will be pleased with the interesting program as well as the Sheraton Walker Hill facilities. We would especially like to thank Seoul National University for hosting the annual AIB meeting this year.

The conference organization was an international challenge since the co-chairs, John Stopford and Dong Sung Cho, were on different continents. From Britain and Korea, they have worked with Jim Wills at the executive secretariat in Hawaii to achieve a collaboration which is truly global. This is the first time that the majority of papers have come from outside the USA and nearly a fifth represent cross-national collaboration. Introduced this year are forum sessions which are a development of the work-in-progress sessions of last year and the academic equivalent of a 'master class'; an occasion when even seasoned researchers will offer their work for a dose of expert coaching. Jan Katz's commendable initiative to create a research network has added another global dimension to the

conference. We have also been fortunate in that this is the first time we can recall that the registration fee covers all three dinners. In addition, the sponsoring airline, Korean Air, has offered up to fifty percent reductions on airfare from many locations, leading to a terrific deal all round.

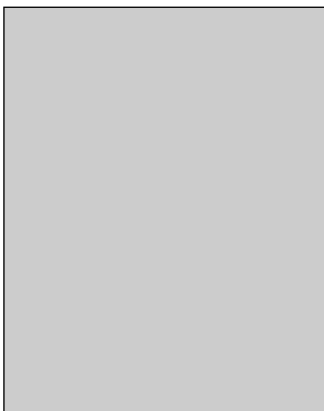
Running throughout the three days are a number of common themes, some of them familiar ones that AIB scholars have been debating for years, and some of them dealing with new questions and issues provoked by the turbulence of the world economy. For example, FDI issues are being updated in light of new evidence about deregulation and modes of entry into foreign markets; human resource issues will receive much attention, especially in terms of managing across cultural boundaries; MNE's strategies are being reexamined as innovative forms of organization - alliances, informal networks and contracts - complement more traditional hierarchical approaches to managing the challenges of cross-border complexity. Other forms of innovation are also explored, both for their impact on strategy and their effect on national markets.

There is also great attention paid to macro and policy issues beyond the firm. For example, national competitiveness, despite the rhetoric about mobility of resources in the global economy, is examined in every continent and is closely related to a sequence of papers on the theme of managing economies in transition. These and other themes are echoed in the functional disciplines. In marketing, for example, many scholars are now asking how consumer behavior is affected by

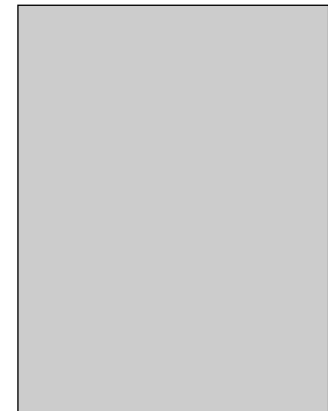
cultural influences and ethnic networks and whether these influences can be codified to the point where they can shape export and local marketing policies to build new sources of competitive advantage.

The impact of deregulation is featured in both finance and accounting sessions, where authors are asking new questions about foreign exchange markets and transfer pricing policies. Regional issues on all continents receive detailed attention, but it is in Asia that the concentration is most intensive, in terms of competitive papers and more speculative forum and panel sessions. The AIB Fellows panel picks up the central issue of environmental management and the Friday plenary panel provides an expert diplomatic and industrialists' briefing on the impact of APEC. A rich diet with something at the cutting edge for everyone.

We are confident that the meeting will deliver on its original promise to illuminate the issues involved in understanding the dynamics of Asian growth in the context of the changing world economy.



*Vice President - 1995 Program  
John Stopford  
London School of Business*



*1995 Program - Co-chair  
Dong Sung Cho  
Seoul National University*

**Wednesday November 15**

TIME	SESSION	TOPIC	ROOM
6:00AM-6:00PM	Factory Visit 1	Ulsan Refinery	Meet in Hotel Lobby
8:00AM-5:00PM	Factory Visit 2	SKC Factory	Meet in Hotel Lobby
	Factory Visit 3	Hyundai Factory	Meet in Hotel Lobby
8:30AM-NOON	Faculty Consortium	<i>How to Manage One's Career in International Business</i>	Mugunghwa Grand Ballroom
6:30PM	Evening Reception	Dinner Hosted by Seoul National University	Sunflower Room

**Thursday November 16**

TIME	SESSION	TOPIC	ROOM
8:30-10:00AM	Plenary	<i>International Executive of the Year Award Presentation</i>	Mugunghwa Grand Ballroom
10:15-11:45AM	T1A	Marketing I	Camellia Room
	T1B	International Finance I	Juniper Tree Room
	T1C	Foreign Direct Investment Issues I	Persimmon Tree Room
	T1D	Human Resource Management I	Rose Room
	TP1	Evolution of the Multinational Corporation	Mugunghwa Grand Ballroom/4
1:30-3:00PM	T2A	Accounting	Rose Room
	T2B	National Competitiveness	Camellia Room
	T2C	Multinational Enterprises: Strategy I	Persimmon Tree Room
	T2D	Ownership Issues	Juniper Tree Room
	TP2	Canadian Responses to Global Transformation	Mugunghwa Grand Ballroom/4
3:15-4:45PM	T3A	International Finance II	Rose Room
	T3B	Foreign Direct Investment Issues II	Camellia Room
	T3C	Multinational Enterprises: Management and Organization I	Persimmon Tree Room
	T3D	Managing Trade	Juniper Tree Room
	TP3	AIB Fellows: Environmental Concerns	Mugunghwa Grand Ballroom/4
5:00-6:30PM		AIB Business Meeting	Mugunghwa Grand Ballroom
6:30PM		Dinner hosted by CEO Jong Hyon Chey, Federation of Korean Industries and Sunkyong Group	Sunflower Room

**Room Locations**

AIB Office .....	2F Convention Center
Conference Registration Area .....	Main Lobby
Exhibit/Placement Center .....	Session Room Area
Refreshment Center .....	Session Room Area
Acasia Room .....	2F Convention Center
Camellia Room .....	2F Convention Center
Juniper Tree Room .....	2F Main Building
Mugunghwa Grand Ballroom/4 .....	1F Convention Center
Persimmon Tree Room .....	1F Main Building
Rose Room .....	2F Convention Center
Sunflower Room .....	Convention Center Annex

**EXHIBITORS**

Addison Wesley  
 BLACKWELL PUBLISHERS  
 Daewoo Group  
 Edward Elgar Publishing Company  
 ROUTLEDGE

*Refreshments will be served in the session room area in the interim between the two morning sessions and again between the two afternoon sessions. All participants are welcome.*

### Friday November 17

TIME	SESSION	TOPIC	ROOM
8:30-10:00AM	F1A	Foreign Direct Investment Issues III	Rose Room
	F1B	Multinational Enterprises: Networks and Alliances	Camellia Room
	F1C	Human Resource Management II	Persimmon Tree Room
	FP1A	<i>Shaping Asia's Markets Through Informal and Formal Corporate Networks</i>	Juniper Tree Room
	FP1B	<i>AIB on the Infobahn</i>	Mugunghwa Grand Ballroom/4
10:15-11:45AM	Forum 1	Culture, Philosophy, Cognition	Rose Room
	Forum 2	FDI Theory and Issues	Camellia Room
	Forum 3	National and Industry Competitiveness	Persimmon Tree Room
	Forum 4	Managing Innovation I	Juniper Tree Room
	Forum 5	Regional Adjustments	Mugunghwa Grand Ballroom/4
1:30-3:00PM	Forum 6	Asian Growth and Development	Acacia Room
	F2A	Marketing II	Rose Room
	F2B	Economies in Transition	Juniper Tree Room
	F2C	Multinational Enterprises: Management and Organization II	Persimmon Tree Room
	F2D	Cultural Issues I	Camellia Room
	FP2	<i>Asian Advantage: Global Strategy in the Pacific Region</i>	Mugunghwa Grand Ballroom/4
3:15-4:45PM	Plenary	<i>The Impact Of APEC</i>	Mugunghwa Grand Ballroom
5:00-6:30PM	F3A	International Finance III	Rose Room
	F3B	Managing Innovation II	Camellia Room
	F3C	Cultural Issues II	Persimmon Tree Room
	Dissertation Competition	Richard N. Farmer Dissertation Competition	Mugunghwa Grand Ballroom/4
	FP3	Foreign Direct Investment in China and the Russian Far East	Juniper Tree Room
6:30PM		Dinner hosted by Vice Prime Minister Jae-hyong Hong	Sunflower Room

### Saturday November 18

TIME	SESSION	TOPIC	ROOM
8:30-10:00AM	S1A	Marketing III	Rose Room
	S1B	Economies in Transition II	Juniper Tree Room
	S1C	Multinational Enterprises: Management and Organization III	Persimmon Tree Room
	S1D	Cultural Issues III	Camellia Room
	SP1	<i>Meet Business Journal Editors</i>	Mugunghwa Grand Ballroom/4
10:15-11:45AM	Forum 7	International HRM	Rose Room
	Forum 8	Joint Ventures and Alliances	Juniper Tree Room
	Forum 9	Dealing with Governments	Persimmon Tree Room
	Forum 10	Internationalization	Camellia Room
	Forum 11	Culture and Consumer Behavior	Mugunghwa Grand Ballroom/4
	SP2	<i>Hoping for Another Asian Miracle: Key Success Factors for Transnational Corporations in Asia</i>	Acacia Room
12:00-1:15PM		AIB Business Lunch	Sunflower Room
1:30-3:00PM	S2A	International Capital Markets	Rose Room
	S2B	Multinational Enterprises: Strategy II	Juniper Tree Room
	S2C	Cultural Issues IV	Persimmon Tree Room
	SP3A	<i>The Promise of Asian Dynamism: International Project Evaluation in Asian-Pacific Multinational Corporations</i>	Mugunghwa Grand Ballroom/4
	SP3B	<i>Longitudinal Methods in IB Research</i>	Camellia Room

**Wednesday, November 15****8:30 am - 12:00 noon****Faculty Consortium:****How to Manage One's Career in International Business****Panellists:**

Jean-Francois Hennart, Univ. of Illinois

Paul W. Beamish, Univ. of Western Ontario

Dong-Sung Cho, Seoul National Univ.

Yui Kimura, Tsukuba Univ.

John Stopford, London Business School

Chwo-Ming Joseph Yu, National Chengchi Univ.

**Evening Reception**

Dinner hosted by President Soo Sung Lee of Seoul National University.

**Thursday, November 16****8:30 - 10:00 am****Plenary:**

Presentation of the "International Executive of the Year Award" to Chairman Jong Hyon Chey of Sunkyong by John Dunning. He will give an acceptance speech.

**Thursday, November 16****10:15 - 11:45 am****Competitive Session T1A: Marketing I****Chair:**

Vern Terpstra, Univ. of Michigan

*Country of Origin: How Knowledgeable are Consumers?*

F. B. Seaton, Florida International Univ.

H. A. Laskey, Western Michigan Univ.

L. Vermillion, Florida International Univ.

*The Impact of Private Branding on the Relative Competitiveness of Foreign Versus Domestic Products: a Theory and Proposed Empirical Test*

Jean-Francois Hennart, Univ. of Illinois

Shih-Fen Chen, Univ. of Illinois at Urbana-Champaign

*A Decomposition of the Country of Origin Construct and an Empirical Test of the 'Parts Manufactured In' Component*

Gary S. Insch, Indiana Univ.

**Discussant:**

Bernard Wolf, York Univ.

**Thursday, November 16****10:15 - 11:45 am****Competitive Session T1B: International Finance I****Chair:**

Don Lessard, M.I.T.

*Asymmetric Corporate Exposures to Foreign Exchange Rates*

Kent D. Miller, Purdue Univ.

Jeffrey J. Reuer, Purdue Univ.

*Country Factor and World Factor: Dynamics of Exchange Rate*

Dong Hyun Ahn, New York Univ.

*Anomalies in the Korean Foreign Exchange Market*

Sang Kee Min, Seoul National Univ.

*Agency Costs in Japanese and American Companies: an Indirect Test Using Capital Structure*

Sam Beldona, Rutgers Univ.

Alfredo J. Mauri, Temple Univ.

**Discussant:**

Fariborz Ghadar, Pennsylvania State Univ.

**Thursday, November 16****10:15 - 11:45 am****Competitive Session T1C: Foreign Direct Investment Issues I****Chair:**

Robert Hawkins, Georgia Institute of Technology

*The Making of 'A Greater China Economic Region' - from the Perspectives of Internationalizing Business Enterprises*

Yu-min Chou, Univ. of Michigan-Dearborn

*An Organizing Framework of Foreign Country Entry Modes*

H. Chang Moon, Univ. of the Pacific

*National Cultures and Market Entry Strategies: Some Evidence from Inward Investment in the UK*

David C. Arnott, Univ. of Warwick

Sidney J. Gray, Univ. of Warwick

Sanjay Yadav, Univ. of Warwick

*Evolutionary Understanding of Corporate Foreign Investment Behaviour: US Foreign Direct Investment in Europe*

John Hagedoorn, Univ. of Limburg

Rajneesh Narula, Univ. of Limburg

**Discussant:**

Robert E. Grosse, Thunderbird - AGSIM

**Thursday, November 16****10:15 - 11:45 am****Competitive Session T1D: Human Resource Management I****Chair:**

Noritake Kobayashi, Keio Univ.

*Dimensions of Human Resource Management Practices in Japanese and*

*American Firms: Examining Whether the Data Support the 'Facts'*

Schon Beechler, Columbia Business School

Kristin Stucker, Columbia Business School

Michelle Krazmien, Columbia Business School

Allan W. Bird, California Polytechnic Univ.

*Pay-Performance Sensitivity: An Analysis of Japanese CEO Compensation*

Helen K. Snider, New York Univ.

Lee Seok Hwang, City Univ. of New York

*Cross-Cultural Adjustment of Expatriates: Theory & Research Findings of American and Japanese Expatriates*

Young-chul Chang, National Univ. of Singapore

Ai Lian Chua, National Univ. of Singapore

*Transferring Japanese Manufacturing Methods to Singapore: The Role of Japanese Human Resources Management Practices*

Ronald A. Rodgers, National Univ. of Singapore

Jacqueline Wong, Yit Yeng, National Univ. of Singapore

**Discussant:**

Philippe Byosiére, Nijenrode Univ.

**Thursday, November 16****10:15 - 11:45****Panel TP1:**

## “Evolution of the Multinational Corporation”

### Chair:

Bruce M. Kogut, Univ. of Pennsylvania

### Panellists:

Dong Jae Kim, Univ. of Illinois

Jaeyong Song, Univ. of Pennsylvania

Ivo Zander, Stockholm School of Economics

## Thursday, November 16

1:30 - 3:00pm

### Competitive Session T2A:

#### Accounting

### Chair:

Ronald Patten, De Paul Univ.

*1994 Final Transfer Pricing Regulations of the United States*

Suk H. Kim, Univ. of Detroit Mercy

Eugene Swinnerton, Univ. of Detroit Mercy

Gregory Ulferts, Univ. of Detroit Mercy

*Financial Disclosure in Emerging Markets: a Re-examination*

Stephen B. Salter, Texas A&M Univ.

*Penetrating Global Markets Through International Transfer Pricing Adaptation*

Roger J. Kashlak, Loyola College in Maryland

C. Anthony Di Benedetto, Loyola College in Maryland

### Discussant:

Lee H. Radebaugh, Brigham Young Univ.

## Thursday, November 16

1:30 - 3:00pm

### Competitive Session T2B:

#### National Competitiveness

### Chair:

John Dunning, Univ. of Reading

*East Asia: The Dynamo of the 21st Century*

Christopher T. Selvarajah, Massey Univ., Albany

*Market Competitive Intensity, Firm Capabilities and Inter-Competitor Co-operation*

Dong-Sung Cho, Seoul National Univ.

Nam Gyoo Park, Seoul National Univ.

*The Generalized Double Diamond Approach to Korea's Global Competitiveness*

H. Chang Moon, Univ. of the Pacific

Alan M. Rugman, Univ. of Toronto

Alain Verbeke, Univ. of Brussels

*Managing Structural Decline: Institutional Influences of Capacity Adjustment Strategies in the Japanese Aluminum Smelting Industry*

Mahesh Rajan, The Univ. of New South Wales

### Discussant:

Choelsoon Park, London Business School

## Thursday, November 16

1:30 - 3:00pm

### Competitive Session T2C:

#### Multinational Enterprises:

#### Strategy I

### Chair:

Robert Vambery, Pace Univ.

*Determinants of Global Strategy*

George S. Yip, UCLA

Johny K. Johansson, Georgetown Univ.

Johan Roos, International Institute for Management Development

*The Role of Leadership and Performance as Determinants of Internationalization: an Empirical Examination*

Anisya S. Thomas, Florida International Univ.

Joseph Peyrefitte, Florida Atlantic Univ.

Paul Fadil, Florida Atlantic Univ.

*An Exploratory Explanation of the Reverse Direct Investment: The Case of the Korean Electronics Industry*

Yongwook Jun, Chung-Ang Univ.

Dongjin Yoon, Woo-Suk Univ.

*A Strategic Management Model of the Multinational Firm*

Stephen B. Tallman, Univ. of Utah

J. Michael Geringer, California Polytechnic Univ.

Eldon Li, California Polytechnic Univ.

*Third World Multinationals: Emergence and Evolution*

Paz Estrella E. Tolentino, Univ. of London

### Discussant:

Robert Doktor, Univ. of Hawaii

## Thursday, November 16

1:30 - 3:00pm

## Competitive Session T2D:

### Ownership Issues

### Chair:

Yoon-Dae Euh, Korea Univ.

*International Corporate Governance - Ownership Structures in Six European Nations*

Torben Pedersen, Copenhagen Business School

Steen Thomsen, Copenhagen Business School

*An Integrated Model of Learning in the Context of International Joint Ventures*

Kwang Soo Kim, Univ. of Pittsburgh

*An Empirical Analysis of Firm- and Industry-Specific Factors Affecting Performance of International Joint Ventures in the People's Republic of China*

Min Chen, Thunderbird - AGSIM

Yadong Luo, Temple Univ.

*Ownership and Control in Japanese Joint Ventures: a Test Using Hofstede's Measures of Cultural Distance*

Douglas Reid, Univ. of Western Ontario

Shigefumi Makino, Univ. of Western Ontario

### Discussant:

Kwang Suon Chung, Chung Ang Univ.

## Thursday, November 16

1:30 - 3:00pm

### Panel TP2: “Canadian Responses to Global Transformation”

### Chair:

Lorna Wright, Queen's Univ.

### Panellists:

Shawna O'Grady, Queen's Univ.

Betty Jane Punnett, Univ. of Windsor

Donald M. Wood, Eureka Management Consultants

## Thursday, November 16

3:15 - 4:45 pm

### Competitive Session T3A:

#### International Finance II

### Chair:

Lee H. Radebaugh, Brigham Young Univ.  
*Foreign Stock Exchange Listings: a Case Study of Daimler-Benz*

Lee H. Radebaugh, Brigham Young Univ.



Guenther Gebhardt, Johann Wolfgang Goethe-Universitaet

Sidney J. Gray, Univ. of Warwick

*Tax Changes and Dividend Payouts: Is Shareholders' Wealth Maximized in Brazil?*

Helen K. Snider, New York Univ.

Jairo Laser Procianny, Sao Paulo Univ.

*Chilean Pension Fund Reform and its Impact on Saving*

Erik Haindl, Universidad Gabriela Mistral

**Discussant:**

Yong H. Kim, Univ. of Cincinnati

### Thursday, November 16

3:15 - 4:45 pm

#### Competitive Session T3B: Foreign Direct Investment Issues II

**Chair:**

Yoshitaka Okada, Sophia Univ.

*Sequential Direct Investment of European and Japanese Firms in the U.S.*

Sea-Jin Chang, Korea Univ.

Philip M. Rosenzweig, Harvard Business School

*The Choice Between Sales and Manufacturing Subsidiary: An Empirical Test of the Internationalization Process Model*

Jean-Francois Hennart, Univ. of Illinois, Urbana-Champaign

Young-Ryeol Park, Yonsei Univ.

*Organizational Strategy and International Entry Mode*

Woonghee Lee, Ohio State Univ.

*Does 'Country of Origin' make a Difference in MNC Strategy Formulation and Implementation? An Exploratory Framework*

S. Prakash Sethi, The City Univ. of New York

B. Elango, The City Univ. of New York

**Discussant:**

Dong Kee Rhee, Seoul National Univ.

### Thursday, November 16

3:15 - 4:45 pm

#### Competitive Session T3C: Multinational Enterprises: Management and Organisation I

**Chair:**

Jean Boddewyn, City Univ. of New York

*Global Diversification's Effect on Multinational Subsidiaries' Autonomy*

Sushil Vachani, Boston Univ.

*More is Better? Expatriate Managers and MNCs' Ability to Control International Subsidiaries*

J. H. Derick Sohn, Georgia State Univ.

Yongsun Paik, Loyola Marymount Univ.

*Decision Making Localization and Decentralization in Japanese MNCs: Are There Costs of Leaving Local Managers out of the Loop?*

Schon Beechler, Columbia Univ.

John Stephan, Columbia Univ.

Vladimir Pucik, Cornell Univ.

Nigel Campbell, Univ. of Manchester

*Regional Management in MNCs: How Much Do History and Geography matter?*

Yves Doz, INSEAD

Hellmut Schutte, INSEAD

**Discussant:**

James Richardson, Univ. of Hawaii

### Thursday, November 16

3:15 - 4:45 pm

#### Competitive Session T3D: Managing Trade

**Chair:**

James R. Wills, Jr., Univ. of Hawaii

*Importer Behavior: a Missing Element in International Business Research - a State of the Art Review of Extant Studies*

Neng Liang, Loyola College in Maryland

*Customer-Oriented Invoicing in Export Markets*

Saeed Samiee, The Univ. of Tulsa

Patrik Anckar, Nokia Mobile Phones

*Cognitive Heuristics and Mutual Selection: a Proposed Model of Overseas Vendor Search Behavior*

Neng Liang, Loyola College in Maryland

Rodney L. Stump, Loyola College in Maryland

*Exploring the Performance of US Export Intermediaries: An Integration of the Transaction Cost and Resource-Based Perspectives*

Mike W. Peng, Univ. of Washington

Anne Yilinitich, Univ. of Washington

**Discussant:**

David K. Tse, City Univ. of Hong Kong

### Thursday, November 16

3:15 - 4:45 pm

**Panel TP3:**

#### "AIB Fellows: Environmental Concerns"

**Chair:**

Jeffrey S. Arpan, Univ. of South Carolina

**Panellists:**

Jon Elmendorf, Director of Environment Programs, Westinghouse Power Generation Systems Unit

Sung Kyu Park, Chairman, Daewoo Telecom

Alan Miller, Director, Center for Global Change

### Thursday, November 17

17:00-18:30

#### AIB Business Meeting

Reports given on the 1995 and 1996 programs, AIB financial statements, chapter activities, the membership survey, and other AIB issues.

#### Dinner

Dinner hosted by Chairman Jong Hyon Chey, Federation of Korean Industries and the Sunkyong Group

### Friday, November 17

8:30 - 10:00 am

#### Competitive Session F1A: Foreign Direct Investment Issues III

**Chair:**

Terutomo Ozawa, Colorado State Univ.

*The Perception and Measurement of Transaction Costs*

Malcolm Chapman, Univ. of Bradford

Peter J. Buckley, Univ. of Bradford

*Development's Glass Ceiling: Foreign Investment and Organization in the Middle-Range Countries*

Mauro F. Guillen, MIT

*Foreign Direct Investment: the Weak Link in Tests of the Internationalization Process Model*

Jean-Francois Hennart, Univ. of Illinois at Urbana-Champaign



James M. Hagen, Univ. of Illinois at Urbana-Champaign

*FDI Motivations and Location Patterns: Korean Electronics Companies and the European Union*

Sidney J. Gray, Univ. of Warwick  
Sunghoon Hong, Univ. of Warwick

**Discussant:**

Woo Jin Chu, Seoul National Univ.

**Friday 17 November**

**8:30 - 10:00 am**

**Competitive Session F1B: Multinational Enterprises: Networks and Alliances**

**Chair:**

Fariborz Ghadar, Pennsylvania State Univ.  
*Transnational Networks and Global Competition: An Organizing Framework*

Alan M. Rugman, Univ. of Toronto  
Alain Verbeke, Univ. of Brussels

*A Comparison of Keiretsu and Independent Governance Systems Among Large Japanese Firms: the Effects on International Diversification Strategy and Performance*

Hicheon Kim, The George Washington Univ.

Robert E. Hoskisson, Texas A&M Univ.

*Negotiating Interfirm Alliances: a Behavioural Perspective*

Asha Rao, McGill Univ.

Stuart M. Schmidt, Temple Univ.

*Joint Venture Ownership Characteristics and Performance: Japanese Joint Ventures in Asia*

Shigefumi Makino, Univ. of Western Ontario

Paul W. Beamish, Univ. of Western Ontario

**Discussant:**

Hubert Gatignon, INSEAD

**Friday, November 17**

**8:30 - 10:00 am**

**Competitive Session F1C: Human Resource Management II**

**Chair:**

David C. Thomas, Univ. of Auckland  
*Coaching, Empowering and Directing—a Multi-Nation Study of Managing People*

Lena Janson, Stockholm School of Economics

*Examining the Behavioral Differences Between American and Egyptian*

*Managers: an Exploratory Study*

Tarek Hatem, American Univ. in Cairo  
John A. Parnell, North Carolina Central Univ.

*The Structure of International Business Research: An Author Cocitation and Main Path Analysis*

Robert D. Stephens, Indiana Univ.  
Samuel R. Kelley, Indiana Univ.  
Jonathan Johnson, Indiana Univ.  
Jerry L. Siefers, Jr., Indiana Univ.

*Informality of Interorganizational Relations and Domestic Strategies: Theory and Empirical Analysis of the Advertising Industry*

Douglas M. Sanford, Jr., The George Washington Univ.

**Discussant:**

John M. Hannon, Purdue Univ.

**Friday, November 17**

**8:30 - 10:00 am**

**Panel FP1A:**

**“Shaping Asia’s Markets Through Informal and Formal Corporate Networks”**

**Chair:**

Tish Robinson, Japan Institute of Labor

**Panellists:**

Keith Henry, MIT Japan Program  
Tony Iaquinto, Nanzan Univ.

**Friday, November 17**

**8:30 - 10:00 am**

**Panel FP1B:**

**“AIB on the Infobahn”**

**Chair:**

Tagi Sagafi-nejad, Loyola College in Maryland

**Panellists:**

Richard W. Moxon, Univ. of Washington  
Sankaran Raghunathan, Rutgers Univ.

**Friday, November 17**

**10:15 - 11:45 am**

**Forum Session 1:**

**Culture, Philosophy, Cognition**

**Chair:**

Gunnar Hedlund, Stockholm School of Economics

*Culture’s Influence Upon Cognitive Schemas of Senior Executives*

Robert Doktor, Univ. of Hawaii

*Parallels Between the East and the West: the Teachings of Ancient Chinese Philosophers and the Echoes from Western Management Theorists*

Alice Y. L. Lui, The Chinese Univ. of Hong Kong

*Japanese, German, and American Global Business Leadership: Perceptions of International Executives*

Abbas J. Ali, Indiana Univ. of Pennsylvania

Abdulrahman Al-Aali, King Saudi Univ.

*Validation of a Model of Managerial Information System Success in a Cross-Cultural Environment*

C. Carl Pegels, State Univ. of New York at Buffalo

Michael D. Ishman, Niagara Univ.

G. Lawrence Sanders, State Univ. of New York at Buffalo

*The Virtual Transnational Team*

Martha L. Maznevski, Univ. of Virginia

K. M. Chudoba, Univ. of Virginia

**Friday, November 17**

**10:15 - 11:45 am**

**Forum Session 2:**

**FDI Theory and Issues**

**Chair:**

Bruce M. Kogut, Univ. of Pennsylvania  
*Factor Cost Oriented Direct Foreign Investment: East Asia versus Eastern Europe*

Klaus E. Meyer, London Business School  
*Foreign Market Information Acquisition - Some Evidence from Norway*

Peter G. P. Walters, The Hong Kong Polytechnic Univ.

*Strategic Implications of the Country-of-Origin Effect*

Honorio Todino, Inst. Tecnológico y de Estudios Superiores de Mexico

*Strategies for International Expansion: a Study of US Dinner Houses*

Abdul Rasheed, Univ. of Texas at Arlington

David H. Arnott, Dallas Baptist Univ.

Deepak K. Datta, Univ. of Kansas

*Strategic Management in a Cross-National Environment: a Reconceptualization of Environment-Strategy Interface*

Peter Ping Li, California State Univ., Stanislaus

*Privatizing Infrastructure: the Argentine Telecommunications Sector*

Ravi Ramamurti, Northeastern Univ.

**Friday, November 17**

**10:15 - 11:45 am**

**Forum Session 3: National and Industry Competitiveness**

**Chair:**

Bernard Wolf, York Univ.

*Market Efficiency in a Small Industrialized Country: The Case of Denmark*

David M. Reeb, Univ. of South Carolina

Helle Lonroth, Aarhus School of Business

Chuck C. Y. Kwok, Univ. of South Carolina

*National Competitiveness: Which National Attributes Encourage Domestic and Foreign Rivalry?*

Joan P. Mileski, Univ. of Texas at Dallas

David J. Boggs, Univ. of Texas at Dallas

*The Competitiveness of the UK: is it Eroding or Rather Changing Form?*

Lilach Nachum, UNCTAD

*Industry Variety and Performance: a Comparative Analysis of United States and Japanese Industries*

Andrew C. Inkpen, Thunderbird - AGSIM  
Srinath Beldona, Temple Univ.

Raj Chaganti, Temple Univ.

*Competitiveness of Foreign Minerals in the Korean Market*

O Yul Kim, Univ. of Regina

*Turnaround of High Technology Firms in Russia: The Case of Micron*

Garry D. Bruton, The Univ. of Tulsa

Yuri T. Rubanik, Moscow State Institute of Electronic Engineering

**Friday, November 17**

**10:15 - 11:45 am**

**Forum Session 4:  
Managing Innovation I**

**Chair:**

Danny Van Den Bulcke, Univ. of Antwerp  
*Understanding How Japanese Managers Champion Innovation*

Scott Shane, Georgia Institute of Technology

Schon Beechler, Columbia Univ.

Sully Taylor, Portland State Univ.

*Investing to Stay Ahead - Analyzing the Big Three German Chemical Companies' Global Pharmaceutical Research Networks*

Walter Kuemmerle, Harvard Business School

*World Mandates and Initiatives in Foreign-owned Subsidiaries*

Julian Birkinshaw, Stockholm School of Economics

*Firm Strategies in the Global Innovation System: the International Institutional Context of New Product Commercialization*

Jennifer W. Spencer, Univ. of Minnesota

*Combinations Inside and Out: Institutional Learning and the Evolution of Japanese HRM*

Margaret B. Haack, Univ. of Pittsburgh

**Friday, November 17**

**10:15 - 11:45 am**

**Forum Session 5:  
Regional Adjustments**

**Chair:**

Robert E. Grosse, Thunderbird - AGSIM  
*Regionalism and Multilateralism after the Uruguay Round: Trade Policy Effects in the Asian Pacific Rim*

John W. Clarry, Montclair State Univ.

E. Yong Lee, Concordia College

*Chile's Accession to NAFTA: Issues in the Negotiations*

Terry Wu, Univ. of Regina

Neil Longley, Augustana Univ.

*An Empirical Investigation of Firms' Strategic Response to a Free Trade*

*Agreement: The NAFTA Experience*

Julian Jong-Hwa Lee, Seoul Women's Univ.

Sing Young Lee, DongGuk Univ.

*The Impact of European Integration on the Pharmaceutical Industry: a Longitudinal Analysis*

Peggy E. Chaudhry, Villanova Univ.

Peter A. Dacin, Texas A&M Univ.

*Strategies of Japanese Multinationals in ASEAN Markets: An Empirical Investigation*

Jaideep Anand, Univ. of Western Ontario

R. Azimah Ainuddin, Univ. of Western Ontario

*Key Success Factors for Russian-Foreign Joint Ventures*

Carl F. Fey, Western Business School

**Friday, November 17**

**10:15 - 11:45 am**

**Forum Session 6:  
Asian Growth and Development**

**Chair:**

Warren Keegan, Pace Univ.

*Asia at Risk: Critical Issues in Forecasting*

Llewellyn D. Howell, Thunderbird - AGSIM

*The Flying-Geese Paradigm of Tandem Growth: TNCs' Involvement and Agglomeration Economies in Asia's Industrial Dynamism*

Terutomo Ozawa, Colorado State Univ.

*The Changing Pattern of the Distribution of Consumer Goods in the People's Republic of China*

Pia Lindell, Swedish School of Economics

*China Paradox: Technology Transfer and the Thousand-Year Legacy*

William F. Yager, Pacific Lutheran Univ.

*An Empirical Ranking of International Financial Centres in the Asia-Pacific Region*

Roger Strange, King's College London

Yi-Cheng Liu, King's College London

*External and Internal Liberalization of Financial Markets in Korea and Japan: Measurement Issues*

Taeho Kim, Thunderbird - AGSIM

**Friday, November 17**

**1:30 - 3:00pm**

**Competitive Session F2A:**

## Marketing II

### Chair:

Attila Yaprak, Wayne State Univ.

*Marketing Strategies of Japanese Auto Manufacturers in Western Europe*

Andreas F. Grein, City Univ. of New York

C. Samuel Craig, New York Univ.

*American Marketing in the European Union: Standardization's Uneven Progress in 1973-1993*

Robert E. Grosse, Thunderbird - AGSIM

Jean Boddewyn, City Univ. of New York

*Global Marketing Standardization and Performance: Implications of Effective Implementation*

Sharon O'Donnell, Univ. of South Carolina

Insik Jeong, Univ. of South Carolina

*The Effect of Source Country Characteristics on Consumers Attitudes Toward Purchasing Imported Product Categories*

Jeongshin Shin, Chosun Univ.

Subhash Sharama, Univ. of South Carolina

### Discussant:

William Renforth, Texas A&M International Univ.

## Friday, November 17

1:30 - 3:00pm

### Competitive Session F2B: Economies in Transition I

#### Chair:

Mahmood A. Zaidi, Univ. of Minnesota

*East vs West: In Search of Rationalizing Social Market Capitalism*

Claudiu A. Secara, Algora Publishing

*The Growth of the Firm in Planned Economies in Transition: The Case in China*

Mike W. Peng, Univ. of Washington

*The Impact of FDI on Transitional Economies: The Case of Coca-Cola in Poland and Romania*

Jeffrey S. Arpan, Univ. of South Carolina

Douglas Woodward, Univ. of South Carolina

Frank Hefner, Univ. of South Carolina

James Kuhlman, Univ. of South Carolina

William R. Folks, Jr., Univ. of South Carolina

*The Impact of Cultural Values on Manage-*

*rial Behavior: A Comparative Study of the United States and Russia*

Detelin Elenkov, Adelphi Univ.

#### Discussant:

Len J. Trevino, Univ. of Miami

## Friday, November 17

1:30 - 3:00pm

### Competitive Session F2C: Multinational Enterprises: Management and Organisation II

#### Chair:

José de la Torre, UCLA

*The Implementation of TQM in Canada and Mexico: a Case Study*

Bella L. Galperin, Concordia Univ.

Terri R. Lituchy, Concordia Univ.

*Manufacturing Flexibility: Strategies, Control Systems and Performance - an Empirical Comparison of the US, Japan and Germany*

Shirley J. Daniel, Univ. of Hawaii

Wolf D. Reitsperger, Univ. of Hawaii

Klaus Macharzina, Univ. of Hohenheim

*An Exploratory Study of Strategic Planning Behaviour in Australian Small Business: Expectancy Planning Model*

Gabriel O. Ogunmokun, The Univ. of Western Australia

Peter T. Fitzroy, Monash Univ.

Robin N. Shaw, Victoria Univ. of Technology

*Entrepreneurship in Multinational Corporations: the Characteristics of Subsidiary Initiatives*

Julian Birkinshaw, Stockholm School of Economics

#### Discussant:

Peter Ping Li, California State Univ., Stanislaus

## Friday, November 17

1:30 - 3:00pm

### Competitive Session F2D: Cultural Issues I

#### Chair:

Geert Hofstede, Univ. of Limburg

*Operationalizing Cultures Consequences' Dimensions: A Six Nation Test*

Lane Kelley, Univ. of Hawaii

Irene Chow, Chinese Univ. of Hong Kong

Arthur Whatley, New Mexico State Univ.

Reginald Worthley, Univ. of Hawaii

*Linking Culture and Perceptions of Justice: A Comparison of the US and South Korea*

Marion M. White, James Madison Univ.

Judith A. Tansky, James Madison Univ.

Kibok Baik, Kookmin Univ.

*Measuring Culture in International Management: The Cultural Perspectives Questionnaire*

Martha L. Maznevski, Univ. of Virginia

K. M. Chudoba, Univ. of Virginia

*Another Consequence of Culture - Intra-Cultural Variation*

Kevin Y. Au, The Univ. of British Columbia

#### Discussant:

Jung Hwa Han, Hanyang Univ.

## Friday, November 17

1:30 - 3:00pm

### Panel FP2:

#### "Asian Advantage: Global Strategy in the Pacific Region"

#### Chair:

George S. Yip, UCLA

#### Panellists:

Yoko Ishikura, Aoyama Gakuin Univ.

Yongwook Jun, Chung-Ang Univ.

Ching-sung Wu, National Taiwan Univ.

## Friday, November 17

3:15 - 4:45 pm

### Plenary: "The Impact of APEC"

David McClain, Director of the APEC Studies Center, Univ. of Hawaii

Ungsuh Park, President and CEO, Samsung Petrochemical Co., Ltd.

Charles Morrison, Director of the Program on International Economics and Policy, East-West Center and Executive Secretary, US APEC Studies Center Consortium

## Friday, November 17

5:00 - 6:30pm

### Competitive Session F3A:

## International Finance III

### Chair:

Sang Kee Min, Seoul National Univ.

*Adverse Selection, Investment Opportunities and Uninsured Rights Issues: Evidence from Korea*

Yong H. Kim, Univ. of Cincinnati

Manjeet S. Dhatt, Univ. of Wisconsin

Sandip Mukherji, Howard Univ.

*The Issuance of Overseas Equity-Related Bonds by Korean Firms: Their Impact on Stock Prices in the Domestic Market*

Young Kyu Park, Chung-Ang Univ.

*The Valuation Effects of Transnational Acquisitions: Evidence from the Pacific Basin Region*

Anand S. Desia, Kansas State Univ.

Stephen Dukas, Kansas State Univ.

Ali M. Fatemi, Kansas State Univ.

*Cross-Border Acquisitions and Shareholder Wealth: Test of the Synergy Hypothesis*

Cheol S. Eun, Georgia Institute of Technology

Richard Kolodny, Georgia Institute of Technology

Carl Schereaga, Georgia Institute of Technology

### Discussant:

Dong Soon Kim, Chung Ang Univ.

## Friday, November 17

5:00 - 6:30pm

### Competitive Session F3B:

#### Managing Innovation II

### Chair:

Philip M. Rosenzweig, Harvard Business School

*Investing to Learn Abroad - Analysing Foreign Direct Investment in R&D from a Social Cognition Perspective*

Walter Kuemmerle, Harvard Business School

*Do Government Regulations Hurt New Product Introductions?: The Case of Drug Lags in the US Pharmaceutical Industry*

Poh-Lin Yeoh, Univ. of South Carolina

Carl E. Dresden, Univ. of South Carolina

*Managing International Innovation Projects*

Gunnar Hedlund, Stockholm School of

Economics

Jonas Ridderstrale, Stockholm School of Economics

*Intellectual Property Protection, Market Orientation and Location of Overseas R&D Activities by Multinational Enterprises*

Nagesh Kumar, The United Nations Univ.

### Discussant:

Dae Whan Chang, The Mail Economic Daily

## Friday, November 17

5:00 - 6:30pm

### Competitive Session F3C:

#### Cultural Issues II

### Chair:

Thomas W. Roehl, Univ. of Illinois at Urbana-Champaign

*Reconceptualizing Individualism-Collectivism in Cross-Cultural Consumer Behavior*

Gary D. Gregory, Univ. of Texas at Arlington

Abdul Rasheed, Univ. of Texas at Arlington

*The Effect of National Cultural Distance on Post-Acquisition Performance*

Scott Shane, Georgia Institute of Technology

Piero Morosini, Univ. of Pennsylvania

Harbir Singh, Univ. of Pennsylvania

*The Origins of the Japanese Firm and the Western Paradigm*

Mark J. Scher, Japan Market Research Inc

*A Profile of the New Chinese Manager*

David A. Ralston, Univ. of Connecticut

Sally Stewart, Univ. of Hong Kong

Robert H. Terpstra, Univ. of Macau

### Discussant:

Allan W. Bird, California Polytechnic State Univ.

## Friday, November 17

5:00 - 6:30pm

### Richard N. Farmer Dissertation Competition

### Chair:

Alan M. Rugman, Univ. of Toronto

*Inter-Firm Collaborative Ventures: Performance and Cooperative Behavior*

M. Africa Ariño, IESE, Universidad de

Navarra, Spain

Supervised by José de la Torre, UCLA

*Entrepreneurship in Multinational Corporations: The Initiative Process in Foreign Subsidiaries*

Julian Birkinshaw, Stockholm School of Economics

Supervised by Joseph N. Fry, Univ. of Western Ontario

*The Influences of Opportunities, Competencies and Imitation on Firms' International Strategies in Deregulating European Union Insurance Markets*

Frances Katrishaen, Temple Univ.

Supervised by William R. Sandberg, Univ. of South Carolina

*The Pricing and Sourcing Responses of US Multinationals to Exchange Rate Changes*

Subramanian Rangan, INSEAD

Supervised by Raymond Vernon, Harvard Univ.

## Friday, November 17

5:00 - 6:30pm

### Panel FP3:

#### “Foreign Direct Investment in China and the Russian Far East”

### Chair:

Ku-Hyun Jung, Yonsei Univ.

### Panellists:

Kin-Chok Mun, the Chinese Univ. of Hong Kong

Richard W. Moxon, Univ. of Washington

### Dinner

Dinner hosted by Jae-hyong Hong, Vice Prime Minister and Minister of Finance and Economy

## Saturday, November 18

8:30 - 10:00 am

### Competitive Session S1A:

#### Marketing III

### Chair:

Peter G. P. Walters, Hong Kong Polytechnic Univ.

*Consumer Perceptions of an International Franchise Service*



Moonkyu Lee, Univ. of Colorado

Francis M. Ulgado, Georgia Institute of Technology

*Explaining Why Franchise Companies Expand Overseas*

Scott Shane, Georgia Institute of Technology

*Technophobia: Scale Development and Cross Cultural Validation*

Bodo B. Schlegelmilch, Thunderbird - AGSIM

"Ram" Sundaresan Ram, Thunderbird - AGSIM

*Relationship Quality in International Marketing Relationships*

Preet S. Aulakh, Univ. of Texas at Austin  
Masaaki Kotabe, Univ. of Texas at Austin

**Discussant:**

Masaaki Kotabe, Univ. of Texas

## Saturday, November 18

8:30 - 10:00 am

### Competitive Session S1B: Economies in Transition II

**Chair:**

Detelin Elenkov, Adelphi Univ.

*The Effects of Formerly Centrally-Planned versus Free-Market Economies on Individual Risk Taking Behavior: The Role of Institutional Environments in the US and Czech Republic*

Mona V. Makhija, Univ. of Pittsburgh

Alice C. Stewart, Univ. of Pittsburgh

Audrey J. Murrell, Univ. of Pittsburgh

*Macrosegmentation Schemes for the Emerging Eastern European and Former Soviet Country Markets*

M. Reza Vaghefi, Univ. of North Florida

Angela D'Auria, Old Dominion Univ.

C. P. Rao, Old Dominion Univ.

*New Industrialized Countries and Developing Countries in the New World Trade Order: the Challenges of Globalization*

Brigitte Levy, Univ. of Ottawa

*On Validating the Cosmopolitanism Scale: The Case of Ukrainian Consumers*

Sung-Joon Yoon, Wayne State Univ.

Hugh M. Cannon, Wayne State Univ.

Attila Yaprak, Wayne State Univ.

**Discussant:**

Paz Estrella E. Tolentino, Univ. of London

## Saturday, November 18

8:30 - 10:00 am

### Competitive Session S1C: Multinational Enterprises: Management and Organisation III

**Chair:**

Byung-gil Van, Sogang Univ.

*Internationalisation of the Taiwanese Banking Industry: A Case of Dynamic Transformation*

James Y. S. Liu, Univ. of Manchester

Che-jen Wang, Univ. of Manchester Inst. of Science and Tech.

*The Characteristics of Small and Medium Sized Multinational Enterprises in Korea*

Chol Lee, Honik Univ.

*Inevitability, Desirability and Resolvability of Paradox: Dialectic Approach to Global Strategy*

Peter Ping Li, California State Univ., Stanislaus

*An Empirical Comparison in Quality Strategies and Control Systems in the Republic of Korea, Taiwan and Thailand*

Shirley J. Daniel, Univ. of Hawaii

Wolf D. Reitsperger, Univ. of Hawaii

K. K. Seo, Univ. of Hawaii

**Discussant:**

Philippe Debroux, Hiroshima City Univ.

## Saturday, November 18

8:30 - 10:00 am

### Competitive Session S1D: Cultural Issues III

**Chair:**

Bruce Stening, Australian National Univ.

*Corporate Myopia in Japanese and United States Firms*

Andrew C. Inkpen, Thunderbird - AGSIM

Sam Beldona, Rutgers Univ.

Arvind Phatak, Temple Univ.

*Searching for Determinants of Chinese Conflict Management Styles: a Model of Conflict Management Strategy in Joint Ventures in the People's Republic of China*

Daniel Z. Ding, City Univ. of Hong Kong

*What Makes Management Style Similar and Distinct Across Borders?*

Soonkyoo Choe, Univ. of Illinois, Urbana-Champaign

Jangho Lee, Sogang Univ.

Thomas W. Roehl, Univ. of Illinois, Urbana-Champaign

*Multicultural Work Team Process and Function*

David C. Thomas, Univ. of Auckland

Elizabeth C. Ravlin, Univ. of South Carolina

**Discussant:**

Dennis Briscoe, Univ. of San Diego

## Saturday 18 November

8:30 - 10:00 am

### Panel SP1:

#### "Meet Business Journal Editors"

**Chair:**

Suk H. Kim, Univ. of Detroit Mercy

**Panellists:**

David A. Ricks, Thunderbird - AGSIM

Don Lessard, MIT

Paul W. Beamish, The Univ. of Western Ontario

Raj Aggarwal, John Carroll Univ.

## Saturday, November 18

10:15 - 11:45 am

### Forum Session 7:

#### International HRM

**Chair:**

John M. Hannon, Purdue Univ.

*Corporate Restructuring Patterns in US and Germany: a Comparative Empirical Investigation*

Abdul Rasheed, Univ. of Texas at Arlington

Rolf Buehner, Universitaet Passau

Joseph Rosenstein, Univ. of Texas at Arlington

*Expatriate Management - the Differential Role of National Multinational Corporation Ownership*

Richard B. Peterson, Univ. of Washington

Nancy Napier, Boise State Univ.

Won Shul-Shim, Boise State Univ.

*Internationalizing Human Resources: Strategy Differences Among European, US and Japanese Multinationals*

Gary R. Oddou, San Jose State Univ.

Hal B. Gregersen, Brigham Young Univ.

C. Brooklyn Derr, Univ. of Utah

J. Stewart Black, Thunderbird - AGSIM

*A Typology of International Human Resource Management in Japanese MNCs: Organizational Implications*

Sully Taylor, Portland State Univ.

Allan W. Bird, California Polytechnic Univ.

Schon Beechler, Columbia Univ.

*Multinationality and Management Compensation Contracts*

Manzur Rahman, Univ. of San Diego

Robert L. Lippert, Rutgers Univ.

*International Business Education: A Greenfield Approach*

D. Steven White, The Ohio School of International Business

John D. Holm, The Ohio School of International Business

Frank E. Vaughn, The Ohio School of International Business

**Saturday, November 18**

**10:15 - 11:45 am**

**Forum Session 8:**

**Joint Ventures and Alliances**

**Chair:**

Masaaki Kotabe, Univ. of Texas

*An Unsuccessful International Joint Venture in China: Case and Analysis*

Cherrie Jihua Zhu, Monash Univ.

Peter J. Dowling, Univ. of Tasmania

*Foreign Subsidiaries in Developing Host Countries: Application of Transaction Cost and Resource-Based Theories*

Anne Jacinta Tan, Indiana Univ.

*Extent of Control in Joint Ventures: An Eclectic Theoretical Approach*

Carl F. Fey, Western Business School

*Managerial Operating Mechanisms in Non-Equity Strategic Alliances*

Emile J. Pilafidis, Univ. of La Verne

*Japanese Keiretsu Versus Korean Chaebols: Institutional Characteristics and Organizational Dynamics*

Syed Tariq Anwar, West Texas A&M Univ.

Julian E. Gaspar, Texas A&M Univ.

*Oriflame*

Dominique Xardel, Groupe ESSEC

**Saturday, November 18**

**10:15 - 11:45 am**

**Forum Session 9:**

**Dealing with Governments**

**Chair:**

David A. Ricks, Thunderbird - AGSIM

*Losing the Blinders: Ethics and the Multinational Organization*

David J. Boggs, Univ. of Texas at Dallas

Joan P. Mileski, Univ. of Texas at Dallas

*Power in Multinational Enterprise - Host Country Negotiations: a Powerbank Perspective*

Mark V. Cannice, Indiana Univ.

*The Levels of Developing Country Policy Formulation Toward Foreign Investment*

William A. Stoeber, Seton Hall Univ.

*Reciprocity, Government Cooperation and Balance of Payments Implications in Global Services*

Roger J. Kashlak, Loyola College in Maryland

Rajan Chandran, Temple Univ.

*State Credibility and Currency Stability*

Jennifer W. Spencer, Univ. of Minnesota

Srilata Zaheer, Univ. of Minnesota

**Saturday, November 18**

**10:15 - 11:45 am**

**Forum Session 10:**

**Internationalisation**

**Chair:**

Hubert Gatignon, INSEAD

*A Test of Internalization Theory and Internationalization Theory: The Upjohn Company*

Alan M. Rugman, Univ. of Toronto

Erminio Fina, Univ. of Bologna

*Assessing Internationalization: An Alternative Measurement Concept*

William Renforth, Texas A&M International Univ.

Kannan Ramaswamy, Florida International Univ.

K. Galen Kroeck, Florida International Univ.

*The Emergence of Korean and Taiwanese Multinationals in Europe: Prospects and Limitations*

Roger van Hoesel, Erasmus Univ. Rotterdam

*Production Subsidies, Local Content Requirements and Foreign Direct*

*Investment: A Theoretical Analysis*

Roger Strange, King's College London

*A Dragon Matures: Outward Foreign Direct Investment from Taiwan, 1987-1993*

Trevor Buck, Univ. of Nottingham

Jocelyn Chen, Univ. of Nottingham

Alistair Bruce, Univ. of Nottingham

*Singapore Incorporated: Re-interpreting Singapore's Business Environments through a Corporate Metaphor*

Usha Haley, National Univ. of Singapore

Linda Tow, National Univ. of Singapore

Toh Mun Heng, National Univ. of Singapore

*Knowledge Accumulation Patterns of Startup Companies in the Global Semiconductor Industry*

Dong Jae Kim

**Saturday, November 18**

**10:15 - 11:45 am**

**Forum Session 11:**

**Culture and Consumer Behaviour**

**Chair:**

Jussi V. Koivisto, Helsinki School of Economics

*The Use of Humor in International Print Advertising: A Content Analysis*

Lynette S. Unger, Miami Univ.

*A Review of the Empirical International Consumer Behavior Research Conducted from 1968-1994*

Carl E. Dresden, Univ. of South Carolina

Erika Schlomer, Washington State Univ.

*Defining Product Quality from the Consumer's Viewpoint: A Global Empirical Study*

Georgia K. White, Brigham Young Univ.

Kristie W. Seawright, Brigham Young Univ.

*Country of Origin Effects: Testing Alternative Models of Attitude Toward Foreign*



*Countries and Attitude Toward Products*

Yangjin Yoo, Univ. of South Carolina

*Application of Neural Processing Paradigms in Clustering Countries for Cross-Cultural Management Decisions*

A. Ahad M. Osman-Gani, Nanyang Technological Univ.

Haroon A. Babri, Nanyang Technological Univ.

*Export Performance and Economic Growth in China: A Cross-Provincial Analysis*

Jong H. Park, Kennesaw State College

Penelope B. Prime, Kennesaw State College

**Saturday, November 18**

10:15 - 11:45

**Panel SP2:****“Hoping for Another Asian Miracle: Key Success Factors for Transnational Corporations in Asia”****Chair:**

Vladimir Pucik, Cornell Univ.

**Panellists:**

Kim Wolf, Asian Institute of Management  
Mari Kondo, Asian Institute of Management

Etsu Inaba, Asian Institute of Management

**AIB Business Lunch**

Featuring a presentation of the “Dean of the Year” and “Richard N. Farmer Dissertation” awards, an address by AIB president, Don Lessard as well as other announcements and introductions.

**Saturday, November 18**

1:30 - 3:00pm

**Competitive Session S2A:****International Capital Markets****Chair:**

Raj Aggarwal, John Carroll Univ.

*Growth in Pacific Rim Stock Markets*

Maria L. Roxas, Central Connecticut State Univ.

Jane Y. Stoneback, Central Connecticut State Univ.

Juanita P. Roxas, California Polytechnic Univ.

*On the Relative Influence of US and Japan in the Asian Emerging Stock Markets*

Richard A. Ajayi, Wayne State Univ.

Jongmoo Jay Choi, Temple Univ.

Seyed M. Mehdian, Ohio State Univ.

*The Cross-Section of Expected Stock Returns: Further Evidence from Hong Kong*

Jeong Bon Kim, Concordia Univ.

Joseph Cheung, Hong Kong Univ. of Science and Technology

**Discussant:**

Chuck C. Y. Kwok, Univ. of South Carolina

**Saturday, November 18**

1:30 - 3:00pm

**Competitive Session S2B:****Multinational Enterprises: Strategy II****Chair:**

Saeed Samiee, Univ. of Tulsa

*High Tech CEO's Perceptions of Doing Business with Korea*

William A. Rooks, Jr., Kennesaw State College

Hope Torkornoo, Kennesaw State College

*Winning Product-Based Competition in Dynamic Global Market: Lessons from Korea vs Japan in the US Auto Market*

Eonsoo Kim, California State Univ.

Tai K. Oh, California State Univ.

Young-Ryeol Park, Yonsei Univ.

John C. McIntosh, Univ. of Illinois, Urbana-Champaign

*An Evolutionary Model of the Multinational Corporation*

Philip M. Rosenzweig, Harvard Business School

Sea-Jin Chang, Korea Univ.

**Discussant:**

Attila Yaprak, Wayne State Univ.

**Saturday, November 18**

1:30 - 3:00pm

**Competitive Session S2C:****Cultural Issues IV****Chair:**

David A. Ralston, Univ. of Connecticut

*Moderating Effects of Work-Based Support**on the Relationship Between Job Insecurity and Its Consequences*

Vivien Lim, National Univ. of Singapore

*Trust in Japanese Interfirm Relations: Sanctions Matters*

James M. Hagen, Univ. of Illinois, Urbana-Champaign

Soonkyoo Choe, Univ. of Illinois, Urbana-Champaign

*Motivations to Put Forth Effort at Work in Japan, India and Indonesia*

Ian Wallace, International Univ. of Japan

Wisnu Gardjito, International Univ. of Japan

Neeraj Sawney, International Univ. of Japan

*The Organizational Basis of the Japanese Product Development Advantage*

David Parkinson, Univ. of Alberta

Hisanaga Amikura, Chiba Univ.

**Discussant:**

Motofusa Murayama, Chiba Univ.

**Saturday, November 18**

1:30 - 3:00pm

**Panel SP3A:****“The Promise of Asian Dynamism: International Project Evaluation in Asian-Pacific Multinational Corporations”****Chair:**

Karen L. Middleton, Oklahoma City Univ.

**Panellists:**

Hossein S. Shafa, Oklahoma City Univ.

Steven J. Simon, Oklahoma City Univ.

**Saturday, November 18**

1:30 - 3:00pm

**Panel SP3B:****“Longitudinal Methods in IB Research”****Chair:**

Peggy E. Chaudhry, Villanova Univ.

**Panellists:**

Carl F. Fey, The Univ. of Western Ontario

Roger J. Kashlak, Loyola College in Maryland

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