

ACADEMY OF INTERNATIONAL BUSINESS



PROGRAM

1997 AIB ANNUAL MEETING

OCTOBER 8-12, 1997

MONTERREY, MEXICO

*Hosted by ITESM
Joint Meeting with CLADEA*

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The Executive Board Members Welcome You

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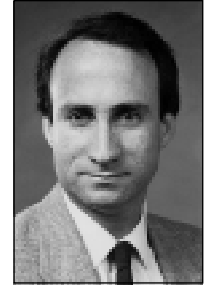
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The Univ. of Texas at Austin



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Bruce Kogut
Wharton School,
Univ. of Pennsylvania

Welcome to the 38th Annual Meeting of the Academy of International Business. This year, we enjoy the added attraction of meeting jointly with the CLADEA (Congreso Latino-Americano de Administracion) in the exciting city of Monterrey. Our gracious hosts at ITESM have created a multicultural atmosphere where the AIB members will feel very much at home. The 1997 Program Chair Mike Kotabe has worked closely with his dedicated staff and track chairs to put together a varied and global look at "The New Regionalism: Spanning Trade Blocs Around the World." Anabella Davila and her wonderful staff at ITESM have planned and coordinated the CLADEA program and the AIB logistics to make our first meeting in Mexico a fittingly international event.

We would like to recognize the following individuals as they were instrumental in making this year's meeting a success.

Program

Program Chair: Masaaki "Mike" Kotabe, The University of Texas at Austin
Program Assistants: Maneesh Chandra, The University of Texas at Austin
Liesl Riddle, The University of Texas at Austin

Regional Track Chairs

Western/Northern Europe: Michael R. Czinkota, Georgetown University
Central/Eastern Europe and Former Soviet Republics: Ersal Gencturk, Koç University
Asia and Oceania: Yadong Luo, University of Hawai'i at Manoa
Latin America: Hildy Teegen, George Washington University
NAFTA Issues: Dale F. Duhan, Texas Tech University
Middle East/Africa: Kate Gillespie, The University of Austin at Texas

Monterrey Arrangements

Host School: Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM)/ Graduate School of Business Administration and Leadership (EGADE)

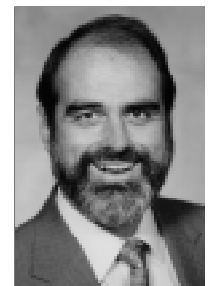
Logistics Chair: Anabella Dávila, EGADE, ITESM
Administrator Coordinator: Josefina Cardenas, EGADE, ITESM
Logistics: Geraldina Villarreal, EGADE, ITESM
Finance Coordinator: Claudia Ramos, EGADE, ITESM
Corporate Image: Jazmin Calvillo, EGADE, ITESM
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Placement Services

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Sharon O'Donnell University of South Carolina	Stefan H. Robock Columbia University	Louis Turner Royal Institute on Int'l Affairs	
Alphonso Ogbuehi Saint Joseph's University	Thomas W. Roehl U. of Illinois at Urbana-Champaign	F. Ulgado Georgia Institute of Technology	

1997 AIB ANNUAL MEETING PROGRAM OVERVIEW

Wednesday, Oct. 8	
08:00 - 17:00	Executive Board Meeting Oaxaca, Crowne Plaza
17:00 - 20:00	Registration Sala 7 & 8, Crowne Plaza
Thursday, Oct. 9	
07:00 - 20:00	Registration Sala 7 & 8, Crowne Plaza
07:30 & 7:40	Buses depart from Crowne Plaza to ITESM (Consortium participants)
08:00 - 10:00	Chapter Chairs Meeting Nuevo Leon III, Crowne Plaza
08:00 - 17:00	Executive Board Meeting Oaxaca, Crowne Plaza
08:00 - 17:00	Placement Services Colima, Crowne Plaza
08:00 - 14:00	Doctoral Consortium 1A, 1B, 1C & IIA , Centro Estudiantil, ITESM
08:00 - 12:00	Jr. Faculty Consortium Sala IIC of Centro Estudiantil, ITESM
10:30 - 13:00	Company Tours depart from Ambassador
12:00 - 12:30	Brown Bag Lunch (Consortium participants)
13:30 - 13:40	Buses depart from ITESM to Crowne Plaza (Jr. Faculty Consortium participants)
14:00 - 15:30	Presentation Skills Ducal, Ambassador
14:30 - 14:40	Buses depart from ITESM to Crowne Plaza (Doctoral Consortium participants)
15:00 - 16:30	Farmer Award Finalists' Presentations Ministros/Diplomatico, Ambassador
16:30 - 18:00	Fellows Panel Ministros/Diplomatico, Ambassador
18:00 - 18:30	Track/Session Chairs Meeting Ministros/Diplomatico, Ambassador
18:30 - 20:30	Presidential Reception S. Embajadores, Ambassador
Friday, Oct. 10 CLADEA/AIB Joint Sessions	
07:00 - 20:00	Registration Sala 7 & 8, Crowne Plaza
08:00 - 17:00	Placement Services Colima, Crowne Plaza
08:00	Buses depart from Crowne Plaza to ITESM
09:00 - 10:30	Plenary Session 1 Sala III, Centro Estudiantil, ITESM
10:45 - 12:15	Plenary Session 2 Sala III, Centro Estudiantil, ITESM

12:15 - 12:35	Buses depart from ITESM to Crowne Plaza
12:00 - 13:30	Lunch on your own at ITESM Campus
13:45 - 14:45	Campus Tours Centro Estudiantil, ITESM
15:00	Buses depart from ITESM to Crowne Plaza
13:45 - 15:15	Concurrent Sessions (pages 9-10) Crowne Plaza
15:30 - 17:00	Concurrent Sessions (pages 10-11) Crowne Plaza
17:15 - 18:45	Meet the Editors Nuevo Leon III, Crowne Plaza
19:30	Buses depart from Crowne Plaza to Centro Cultural Alfa
20:00 - 23:00	Fiesta Mexicana Jardin Prehispanico, Centro Cultural Alfa
23:30	Buses depart from Centro Cultural Alfa to Crowne Plaza
Saturday, Oct. 11	
07:00 - 20:00	Registration Sala 7 & 8, Crowne Plaza
08:00 - 17:00	Placement Services Colima, Crowne Plaza
08:00 - 9:30	Concurrent Sessions (pages 12-14) Crowne Plaza
09:45 - 11:15	Concurrent Sessions (pages 14-15) Crowne Plaza
11:30 - 13:00	Concurrent Sessions (page 16) Crowne Plaza
11:30 - 13:00	JIBS Decade Award Presentation Oaxaca, Crowne Plaza
13:00 - 15:00	Awards Banquet Nuevo Leon I and II, Crowne Plaza
15:15 - 16:45	Concurrent Sessions (pages 17-19) Crowne Plaza
17:00 - 18:30	Concurrent Sessions (pages 19-20) Crowne Plaza
Sunday, Oct. 12	
08:00 - 13:00	Placement Services Colima, Crowne Plaza
08:00 - 09:30	Concurrent Sessions (pages 20-22) Crowne Plaza
09:45 - 11:15	Concurrent Sessions (pages 22-23) Crowne Plaza
11:30 - 12:00	Members' Meeting Nuevo Leon III, Crowne Plaza

Registration Hours

17:00 - 20:00, Wednesday, Oct. 8
 07:00 - 20:00, Thursday, Oct. 9 - Saturday, Oct. 11
 Sala 7 & 8, Crowne Plaza

Exhibits

09:00 - 17:00, Thursday, Oct. 8 - Saturday, Oct. 11
 Second Floor Hallway, Crowne Plaza

Exhibitors

- Addison Wesley Longman
- Blackwell Publishers
- Copenhagen Business School Press
- Edgar Elgar Publishing
- John Wiley & Sons, Inc.
- South-Western College Publishing

Placement Services

08:00 - 17:00, Thursday, Oct. 9 - Saturday, Oct. 11
 08:00 - 13:00, Sunday, Oct. 12
 Colima, Crowne Plaza

Company Tours

10:30 - 13:00 Company Tours depart from Ambassador Hotel
\$10 will be collected to cover transportation costs.

Campus Tours

13:45 - 14:45 Centro Estudiantil, ITESM

Buses

Thursday, Oct. 9

07:30 & 7:40 Buses depart from Crowne Plaza to ITESM
 13:30 - 13:40 Buses depart from ITESM to Crowne Plaza
 14:30 - 14:40 Buses depart from ITESM to Crowne Plaza

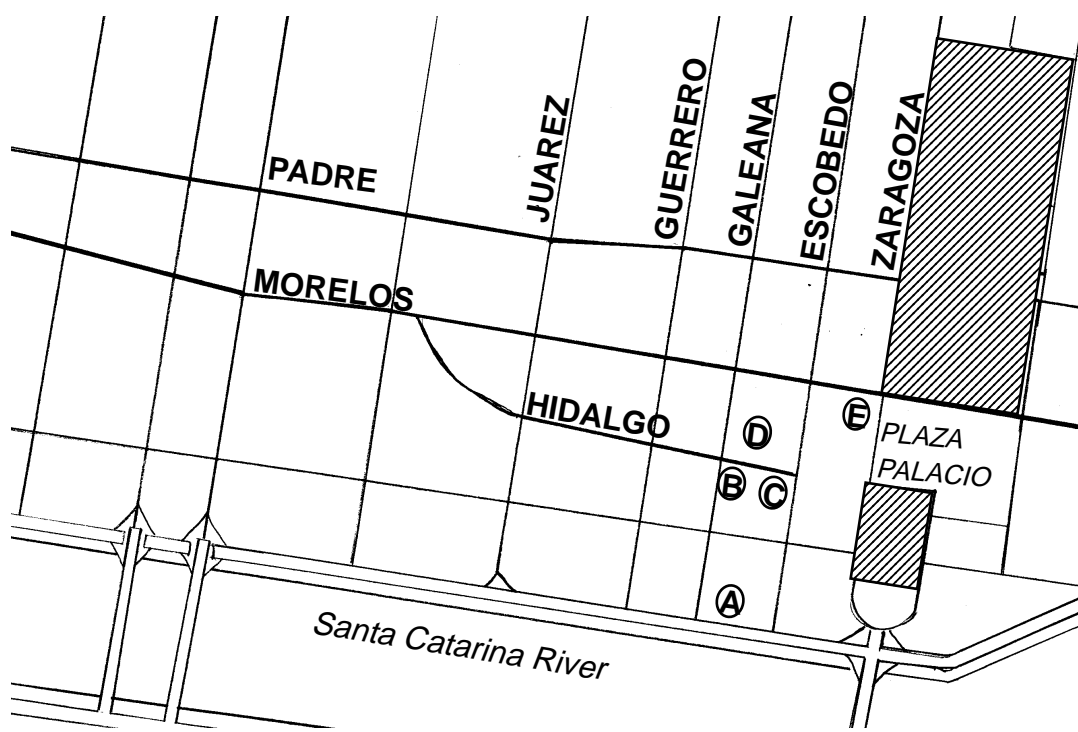
Friday, Oct. 10

08:00 Buses depart from Crowne Plaza to ITESM
 12:15 - 12:35 Buses depart from ITESM to Crowne Plaza
 15:00 Buses depart from ITESM to Crowne Plaza
 19:30 Buses depart from Crowne Plaza to *Fiesta*
 23:30 Buses depart from *Fiesta* to Crowne Plaza

Important Information

- Please be sure to wear your **name tags** at all times during the conference. Participants not wearing their name tags may be refused entry to conference functions.
- Keep an eye on **your belongings**. Put your name on your conference portfolio, program, and proceedings as they are easily confused with those of other participants.
- All **business services** (faxing, copying, printing, use of PCs and meeting rooms) are available for a fee at the hotel **Business Center**.
- Please contact the AIB registration desk if you have any **questions** during the conference.

Map of Hotel Area



HOTELS

- A. Crowne Plaza
tel: 319-6000
- B. Ambassador
tel: 342-2040
- C. Ancira Radisson
tel: 345-7575
- D. Howard Johnson
tel: 319-0900
- E. Hotel Monterrey
tel: 344-7378

Wednesday, October 8, 1997**AIB Executive Board Meeting**

Time: 8:00 - 17:00

Room: Oaxaca, Crowne Plaza

Registration

Time: 17:00 - 20:00

Room: Sala 7 & 8, Crowne Plaza

Thursday, October 9, 1997**Registration**

Time: 7:00 - 20:00

Room: Sala 7 & 8, Crowne Plaza

AIB Chapter Chairs Meeting

Time: 8:00 - 10:00

Room: Nuevo Leon III, Crowne Plaza

AIB Executive Board Meeting

Time: 8:00 - 17:00

Room: Oaxaca, Crowne Plaza

Placement Services

Time: 8:00 - 17:00

Room: Colima, Crowne Plaza

Buses depart from Crowne Plaza to ITESM

(for Doctoral Consortium and Jr. Faculty Consortium Participants)

Time: 7:30 - 7:40

Doctoral Consortium

(Merge to Farmer Award Presentation at 15:00)

Time: 8:00 - 14:20

Room: Salas 1A, 1B, 1C and IIA, Centro Estudiantil, ITESM

Chairs:

Bruce Kogut, University of Pennsylvania

Sri Zaheer, University of Minnesota

Faculty Participants:

Mary Yoko Brannen, University of Michigan

Carlos Garcia-Pont, IESE, Spain

Thomas Murtha, University of Minnesota

Subi Rangan, INSEAD, France

Diane Rulke, University of Minnesota

Jr. Faculty Consortium

Time: 8:00 - 12:00

Room: Sala IIC of Centro Estudiantil, ITESM

Chair:

S. Tamer Cavusgil, Michigan State University

Panelists:

Nakiye Boyacigiller, San Jose State University

S. Tamer Cavusgil, Michigan State University

Gunter Dufey, University of Michigan

J. Myles Shaver, New York University

Company Tours

(VITRO, CIGARRERA, CERVECERIA, MASECA & SEGULOS LA COMMERCIAL)

Time: 10:30 - 13:00

Departing: Ambassador Hotel

Brown Bag Lunch

Time: 12:00 - 12:30

Room: Centro Estudiantil, ITESM (in same rooms)

Buses depart from ITESM to Crowne Plaza

(for Jr. Faculty Consortium participants)

Time: 13:30 - 13:40

Presentation Skills

Time: 14:00 - 15:30

Room: Ducal, Ambassador Hotel

Presenters:

Warren Keegan, Pace University

José de la Torre, University of California - Los Angeles

Buses depart from ITESM to Crowne Plaza

(for Doctoral Consortium participants)

Time: 14:30 - 14:40

Richard N. Farmer Dissertation Award Finalists' Presentations

Time: 15:00 - 16:30

Room: Ministros/Diplomatico, Ambassador Hotel

Chair: Lee H. Radebaugh, Brigham Young University

Firms and Free Trade: An Examination of U.S. MNCs Strategic Adjustments to Trade Liberalization in the Canadian Market

Susan Feinberg, University of Maryland

Success of the Transnational Transfer of Organizational Economies in Central and Eastern Europe

Tatiana Kostova, University of South Carolina

Determinants of Foreign Direct Investment in Transition Economies in Central and Eastern Europe

Klaus E. Meyer, Copenhagen Business School

Japanese Governance Structures and the Relational Access Paradigm: Origins and Practices of Japanese Industrial Groups

Mark J. Scher, Institute of Financial Affairs (New York)

*Note: The affiliations noted above indicate where they are currently employed.

Fellows Panel

Competitive and Organizational Adjustments in Mexico's Opening Economy

Time: 16:30 - 18:00

Room: Ministros/Diplomatico, Ambassador Hotel

Chair: John D. Daniels, (Dean of Fellows) University of Richmond

Presentation:

Gil Diaz, Vice Governor Banco de Mexico

Discussant:

José de la Torre, University of California - Los Angeles

Track and Session Chairs Meeting

Time: 18:00 - 18:30

Room: Ministros/Diplomatico, Ambassador Hotel

Presidential Reception

Time: 18:30 - 20:30

Room: S. Embajadores, Ambassador Hotel

—Serving Mexican appetizers with one complimentary drink

—Traditional guitar music.

Friday, October 10, 1997

Registration

Time: 7:00 - 20:00

Room: Sala 7 & 8, Crowne Plaza

Placement Services

Time: 8:00 - 17:00

Room: Colima, Crowne Plaza

Buses depart from Crowne Plaza to ITESM (for Plenary Sessions)

Time: 8:00

Plenary Session 1: "Economic Model Proposal for Latin America: The Business View"

Time: 9:00 - 10:30

Room: Sala III of Centro Estudiantil, ITESM

Moderator:

Lourdes Dieck, EGADE, ITESM

Panel Members:

Carlos Abascal, CEO, Afianzadora Insurgentes

Dionisio Garza, CEO, Alfa

Enrique Zambrano, CEO, Proeza

Plenary Session 2: Internationalization of the Business Curriculum

Time: 10:45 - 12:15

Room: Sala III of Centro Estudiantil, ITESM

Moderator:

S. Tamer Cavusgil, Michigan State University

Panel Members:

Jeffrey S. Arpan, University of South Carolina (& AIB President)

Andrew Blair, (Interim) Dean, University of Pittsburgh
Jaime Alonso Gomez, Dean, EGADE, ITESM-Monterrey

Robert G. May, Dean, GSB, The University of Texas at Austin

Jorge Talavera, Dean, Universidad San Ignacio de Loyola-Lima

Buses depart from ITESM to Crowne Plaza (for participants attending AIB sessions)

Time: 12:00 - 12:20

Lunch on Your Own**Time: 12:15 - 13:30** **Location: ITESM**

A wide variety of restaurants are available at ITESM for those interested in the campus tours. They include *Jubileo*, *Centrales*, *Vips*, *Refugio*, and *Molcas*.

ITESM Campus Tours**Time: 13:45 - 14:45** **Centro Estudiantil, ITESM****Buses depart from ITESM to Crowne Plaza****Time: 15:00**

Friday, October 10, 1997

13:45 to 15:15 at the Crowne Plaza

Competitive Session 1: **Global Strategy in Asia**

Date: October 10, 1997 **Time: 13:45 - 15:15****Room: Guerrero**

Chair: Ravi Ramamurti, Northeastern University
Discussant: Tailan Chi, University of Wisconsin - Milwaukee

Firm Performance in a Transition Economy: Institutional vs. Economic Effects in China

Seung Ho Park, Rutgers University
Shaomin Li, City University of Hong Kong

Linking the Foreign Entry Mode Decision to Performance: A Theoretical Integration and Comparative Case Analysis of US 'High-Tech' Entries Into Greater China

Mark V. Cannice, University of San Francisco

Dynamic Strategic Groups: Evidence from the Japanese Pharmaceutical Industry

Sabine B. Reddy, Wayne State University
D. Sudharshan, University of Illinois at Urbana-Champaign
Thomas Roehl, University of Illinois at Urbana-Champaign

Competitive Session 2: **Strategy Issues from European Perspectives**

Date: October 10, 1997 **Time: 13:45 - 15:15****Room: Durango**

Chair: Michael R. Czinkota, Georgetown University
Discussant: James Maskulka, Lehigh University

Culture, Risk and Mode Selection in Central and Eastern Europe

Keith D. Brouthers, University of East London
Lance Eliot Brouthers, University of Texas - San Antonio, Texas

George Nakos, Clayton College and State University - Atlanta, Georgia

Subsidiary Role and Strategic Decision Making

James H. Taggart, University of Strathclyde

International Diversification and Performance of European Firms

Ike Mathur, Southern Illinois University
Kumar Mehta, Southern Illinois University at Carbondale

Manohar Singh, Southern Illinois University at Carbondale

Competitive Session 3: **Foreign Direct Investment, Internationalization, and Economic Benefit**

Date: October 10, 1997 **Time: 13:45 - 15:15****Room: Veracruz**

Chair: Attila Yaprak, Wayne State University
Discussant: Susan Trussler, University of Scranton

Tariff Jumping DFI and Export Substitution: Japanese Electronics Firms In Europe

Leo Sleuwaegen, Catholic University of Leuven
Rene Belderbos, University of Sussex

Foreign-Owned Subsidiaries and Regional Development: The Case of Sweden

Julian Birkinshaw, Stockholm School of Economics

The Role of Internalizing Information in the Internationalization of the SME

Peter W. Liesch, University of Tasmania
Gary A. Knight, Florida State University

Internationalization Reconsidered: Tangible Versus Intangible Measures of Internationalization

Omar N. Toulan, Stockholm School of Economics

**Competitive Session 4:
Internationalization and Market Expansion**

Date: October 10, 1997 **Time:** 13:45 - 15:15
Room: Sonora

Chair: Arvind Phatak, Temple University
Discussant: Brian Toyne, St. Mary's University

Internationalization of the Multinational Corporation, International Dimensions of the Top-Management-Team Character, and Performance: A Tacit Knowledge Model

Nicholas Athanassiou, Northeastern University
Douglas Nigh, University of South Carolina

The Competitive Advantage of Late Movers: What Types of Markets Should They Choose?

Dong-Sung Cho, Seoul National University
Jinah Choi, Seoul National University
H. Chang Moon, University of the Pacific

An Assessment of Generic Business Strategies from the Perspective of Internationalization

V. V. Miller, Texas A&M University

**Panel Session 1:
The Role of Foreign Direct Investment in East European Transition**

Date: October 10, 1997 **Time:** 13:45 - 15:15
Room: Jalisco

Panel Members:

Marin Marinov, (Chair) University of Colorado at Colorado Springs
Susan Bridgewater, University of Warwick
Jorma Larimo, University of Vaasa
Klaus E. Meyer, Copenhagen Business School

**Panel Session 2:
Designing Better Strategic Alliances Agreements**

Date: October 10, 1997 **Time:** 13:45 - 15:15
Room: Nuevo Leon III

Panel Members:

Farok J. Contractor (Chair), Rutgers University
John Hagedoorn, Universiteit Maastricht
Manuel Tenorio, Hylsa SA
Asha Rao, Rutgers University
Steve Weiss, York University

**Friday, October 10, 1997
15:30 to 17:00 at the Crowne Plaza**

**Forum Session 1:
Regionalism and Competitive Advantage**

Date: October 10, 1997 **Time:** 15:30 - 17:00
Room: Guerrero

Chair: Thomas Murtha, University of Minnesota

The Determinants of West-East Business: An Analysis of Ownership Advantages

Klaus E. Meyer, Copenhagen Business School

Firm Competitiveness and Regionalization: A Theoretical Perspective

Ben L. Kedia, The University of Memphis
Paula D. Harveston, The University of Memphis
Clay Dibrell, The University of Memphis

The Regionalization of Global Strategy

Maneesh Chandra, University of Texas at Austin

The OECD Techno-Diamonds: Growth Paths Based on Techno-Nationalism, Techno-Regionalism, or Techno-Globalism

Monisha Das, College of New Jersey
Sumit K. Kundu, St. Louis University

UK FDI and the Comparative Advantage of the UK

Lilach Nachum, UNCTAD
J.H. Dunning, Reading University
G.G. Jones, Reading University

**Forum Session 2:
The Restructuring of Business in Central and Eastern Europe**

Date: October 10, 1997 **Time:** 15:30 - 17:00
Room: Durango

Chair: Michael S. Minor, The University of Texas-Pan American

The Realignment of International Trade in Central Europe
Animesh Ghoshal, DePaul University

Enterprise Structuring and Foreign Direct Investment in Central and Eastern Europe

Val Samonis, University of Toronto

Seeds of Success: Organizational Transformation in the Czech Republic

Karen Newman, Georgetown University
Stanley Nollen, Georgetown University

Minimizing the Impact of Intra-Joint Venture Conflict: The Case of Russian International Joint Ventures

Carl F. Fey, Stockholm School of Economics

Partner Selection and Trust Building in Western European-Russian Joint Ventures: A Western Perspective
Africa Arino, University of Navarra
Mikhail Abramov, Moscow State University of Forestry
Mikrodin Irina Skorobogatykh, Russian Economic Academy-Plekhanov
Irina Rykounina, Moscow State University of Forestry
Joaquim Vila, University of Navarra

Forum Session 3: Cooperative Strategy

Date: October 10, 1997 Time: 15:30 - 17:00
Room: Veracruz

Chair: Syed Tariq Anwar, West Texas A&M University

Long Term Cooperation Prospects in International Joint Ventures—Perspectives of Chinese Firms

Rongxin Chen, University of San Francisco
David J. Boggs, University of Texas at Dallas

Contracting with the State: Australian Investment in Vietnam and Indonesia

Elizabeth Maitland, University of Melbourne

The Impact of Structural and Managerial Variables on Equity International Joint Venture (EIJV) Effectiveness in China and Hungary

William Newbury, New York University
Orly Yehekel, The Open University of Israel and Tel-Aviv University
Yoram Zeira, Tel-Aviv University

The Evolution of Inter-Organizational Relationships Under China's Economic Reforms

Laura L. Whitcomb, California State University
Cheng Li, California State University
Ping Zhao, Tsinghua University

Forum Session 4: International Business Issues: Middle East and Africa

Date: October 10, 1997 Time: 15:30 - 17:00
Room: Sonora

Chair: Lyn S. Amine, St. Louis University

Competition Policy and Global Competitiveness in South Africa
Saul Klein, Wits Business School

Diaspora Attitudes Toward Homeland Investment in the Middle East

Kate Gillespie, University of Texas at Austin
Liesl Riddle, University of Texas at Austin
Edward Sayre, University of Texas at Austin
David Sturges, University of Texas-Pan American

Creating Strategic Alliances in the Global Village: The South African Case

Johan Hough, University of South Africa

Moral Philosophies and Selected Components of Ethical Decision-Making Process of American and South African Marketers: A Cross-Cultural Analysis

Anusorn Singhapakdi, Old Dominion University
Nicola Higgs-Kleyn, University of the Witwatersrand
C.P. Rao, Old Dominion University

Panel Session 3: In Search of New Theories of Foreign Direct Investment: The Case of Korean Firms

Date: October 10, 1997 Time: 15:30 - 17:00
Room: Jalisco

Panel Members:

Dong-Sung Cho (Chair), Seoul National University
H. Chang Moon (Co-Chair), University of the Pacific
Dong Kee Rhee, Seoul National University
Young-Doh Huh, Ulsan University
Seon Shik Kim, Sookmyung Women's University
In-Soo Kang, Sookmyung Women's University

Panel Session 4: Competitive and Strategic Issues Associated with Trade Blocs

Date: October 10, 1997 Time: 15:30 - 17:00
Room: Nuevo Leon III

Panel Members:

Usha C.V. Haley (Chair), The Australian National University
Jose Barona, Ministry of Foreign Affairs, Mexico
George T. Haley, Queensland University of Technology
Kong Yam Tan, National University of Singapore

Charismatic Leadership: A Comparison of Canadian and Iranian Executives

Mansour Javidan, University of Calgary
Dale Carl, University of Calgary

The Impact of National Origin on the Survival of Foreign Affiliates: A Comparative Study of North European and Japanese Investors in the United States

Jean-Francois Hennart, University of Illinois at Urbana-Champaign
Harry G. Barkema, University of Tilburg
Harry Bell, University of Tilburg
Gabriel R.G. Benito, Norwegian School of Management
Jorma Larimo, University of Vaasa
Torben Pedersen, Copenhagen Business School
Ming Zeng, University of Illinois at Urbana-Champaign

**Competitive Session 8:
Market Entry and Growth in Asia**

Date: October 11, 1997 **Time: 8:00 - 9:30**
Room: Sonora

Chair: Duane Kujawa, University of Miami
Discussant: Srilata Zaheer, University of Minnesota

Do Business Ethics Concepts Apply Cross-Culturally: A Study of American and Malaysian Managers

C.P. Rao, Old Dominion University
Kiran W. Karande, Old Dominion University
Anusorn Singhapakdi, Old Dominion University
Mohd. Ismail Ahmad, Universti Pertanian, Malaysia

Expatriate Employment Patterns in Subsidiaries of Japanese MNEs

Andrew Delios, University of Western Ontario

Bangladeshi Consumers' Country-of-Origin (COO) Attitudes Toward Imported Products in Comparison to Their Domestic Counterparts

Erdener Kaynak, Pennsylvania State University at Harrisburg
Orsay Kucukemiroglu, Pennsylvania State University at York
Akmal S. Hyder, Gavle-Sandviken University College

**Panel Session 5:
Economic Groups in Latin America**

Date: October 11, 1997 **Time: 8:00 - 9:30**
Room: Jalisco

Panel Members:

Robert Grosse (Chair), Thunderbird
Juan Yanes, MAI Consulting
Moises Naim, Government of Venezuela
Francisco Piedrahita, ICESI

Poster Session 1

Date: October 11, 1997 **Time: 8:00 - 11:15**
Room: Nuevo Leon III

Chair: Donald R. Lessard, Massachusetts Institute of Technology

Crossborder Acquisition Strategies in Latin America in 1995-1996

Fernando Robles, George Washington University

Economic Function of Regional Grouping: The Case of MERCOSUR

Tapen Sinha, Instituto Tecnologico Autonomo de Mexico
Dipendra Sinha, Macquarie University

Revisiting Multinational Firms' Ownership Strategy for International Equity Joint Ventures: A Process-Based Approach
Duan Xiansheng, University of Illinois at Urbana-Champaign*The End of Japanese-Style Human Resource Management? - Recent Changes, Their Causes and Their Strategic Implications*
Gregory K. Ornatowski, Massachusetts Institute of Technology*An Application of Hofstede's VSM 94 Survey Within the Indonesian Context: An Exploratory Study*

Mark Heuer, George Washington University
Winfred Hutabarat, Yale University
Jeffrey L. Cummings, George Washington University

Open Skies, Averted Eyes: SE Asian Market Response To Transnational Satellite Television

Amos Owen Thomas, Monash University

Expatriate Purchase Patterns: An Exploratory Study of Consumers in Saudi Arabia

Dana-Nicoleta Lascu, University of Richmond
Sugandha Kamalapuri, University of Richmond

A Symbolic Architecture to Privatization

Harvey Arbelaez, The Pennsylvania State University

Portugal in the European Union: The First 10 Years

George Nakos, Clayton College & State University
Keith D. Brouters, University of East London
Robert Moussetis, Dana College

Global Marketing Research Institute

Robert W. Schaffer, California State Polytechnic University
Jerry Kirkpatrick, California State Polytechnic University
Patricia Hopkins, California State Polytechnic University

An Experimental Learning Activity for Teaching International Trade Theory

John L. Lawrence, University of Idaho

Corporate Repatriation: Toward a New Theoretical Life Cycle Model of Production Migration

David A. Ericson, Nova Southeastern University

Global Internet Commerce: A Model for Organizational Strategic Fit

Steven J. Simon, Oklahoma City University

Patrick Doran, Oklahoma State University

Deforestation and International Work-Related Values

Bryan W. Husted, Instituto de Empresa

Emerging-Market Companies With Changing Corporation and Financial Performance Criteria

Frank G. Landram, West Texas A&M University

Syed Tariq Anwar, West Texas A&M University

Joan Carlson, West Texas A&M University

First Steps to Export Success

Chris Styles, University of New South Wales

The Impact of Political Risk on the Foreign Direct Investment Decision

Dorothee J. Feils, University of Regina

Florin M. Sabac, University of Regina

Complementary Approaches to Preliminary Foreign Market Opportunity Assessment: Indexing and Clustering Techniques

S. Tamer Cavusgil, Michigan State University

Tunga Kiyak, Michigan State University

Preet S. Aulakh, Michigan State University

On the Impact of DFI on Economic Transition and Development

Klaus E. Meyer, Copenhagen Business School

Perceived Organizational Support: A Cross Cultural Study

M. Jane Crabtree, University of Dubuque

Cross-Cultural Differences In Perception of the Importance of Building Relationships/Trust of Deal-Making

Cheryl Van Deusen, University of Central Florida

Carolyn B. Mueller, Ball State University

Gordon Jones, Hawaii Pacific University

Harris Friedman

Knowledge Acquisition and Learning in an International Joint Venture: The Case of Nummi

Refik Culpan, Penn State University at Harrisburg

The Adoption of an Intranet - Strategic Implications

Chris Gore, Coventry University

Emma Gore, Coventry University

Network Analysis and Corporate Alliances

Carlos Garcia-Pont, University of Navarra

Asian Networking of Korean Firms: Triplization, Leapfrogging, and Global Networking Strategy

Yun-Cheol Lee, Hankuk Aviation University

Dong-Sung Cho, Seoul National University

Attitudes of Korean Bureaucrats Towards Foreign Investments

Se Young Ahn, The Ministry of Trade, Industry and Energy, Korea

Cross-national Investigation of the Relationship between Control Systems & Organizational Capacity for Learning

Mona V. Makhija, University of Pittsburgh

Karynne Turner, University of Pittsburgh

Strategic Responses to Market Globalization Among Advertising Agencies

Andreas F. Grein, Baruch College - City University of New York

Saturday, October 11, 1997

9:45 to 11:15 at the Crowne Plaza

Forum Session 5:

New Research Paradigms in the Making

Date: October 11, 1997 Time: 9:45 - 11:15

Room: Guerrero

Chair: David A. Ricks, Thunderbird

Emerging Organizational Paradigm for International Marketing: The Born Global Firm

Gary A. Knight, Florida State University

S. Tamer Cavusgil, Michigan State University

The Globalization of Industrial Research - An Investigation into its Determinants and Implications for Public Policy

Walter Kuemmerle, Harvard Business School

Robust Design: Global Rationalization for Proactive, Adaptable Products

Scott Swan, The College of William & Mary

Dual Diversification: The Theory Extension and Empirical Test

Chad Nehrt, The University of Texas at Dallas

Joan Mileski, The University of Texas at Dallas

Anupama Phene, The University of Texas at Dallas

**Forum Session 6:
Institutional Impact on Multinationality**

Date: October 11, 1997 **Time:** 9:45 - 11:15
Room: Sonora

Chair: Andrew Blair, University of Pittsburgh

The United Nations Code of Conduct on Transnational Corporations and the Degree of Compliance by MNCs
Masahiro Okada, Ohio State University

The Institutional Environment for Multinational Investment
Witold J. Henisz, University of California at Berkeley

Infrastructure Restructuring for Global Competitiveness
Ravi Ramamurti, Northeastern University

Between Iron Curtain and Iron Cage: Investor Responses to Environmental Fragmentation and Institutional Ambiguity in Transition Economies
Stephanie Staar, New York University

Institutions and (as) a Strategy for European Competitiveness and Convergence in an Era of Competitive Bidding
C. N. Pitelis, University of Cambridge

**Forum Session 7:
Firm Strategy and Performance in Europe**

Date: October 11, 1997 **Time:** 9:45 - 11:15
Room: Veracruz

Chair: Frederick D.S. Choi, New York University

Effects of Exchange Rate Control on Company Performance
James H. Taggart, University of Strathclyde
Jennifer M. Taggart, University of Strathclyde

Identifying Export Potential: Diagnosing Obstacles to Export Initiation and Expansion
Robert E. Morgan, University of Wales
Constantine S. Katsikeas, University of Wales

Understanding Best Factors in Trade Mission Success Using a Case-Based Approach: A UK Perspective
Martine Spence, Middlesex University Business School
Olivier Curet, Deloitte & Touche

The Influence of Cultural Factors on the Capital Structure and Performance of European Retailers
Lynette Knowles Mathur, Southern Illinois University
Kimberly C. Gleason, Southern Illinois University at Carbondale
Ike Mathur, Southern Illinois University at Carbondale

**Forum Session 8:
MNE Strategy, Resources, and Environment**

Date: October 11, 1997 **Time:** 9:45 - 11:15
Room: Durango

Chair: Khosrow Fatemi, Texas A & M International

Strategies for Attracting MNE Investment: The Role of Duration
Ram Mudambi, University of Buckingham

Further Information Regarding the Effect of International Acquisitions on Analyst's Earnings Per Share Forecasts
David Loree, Texas A&M University
Chun-Chung Chen, University of Texas at Dallas
Stephen Guisinger, University of Texas at Dallas

Strategic Response to Declining International Income in U.S. MNCs: The Role of International Experience in the Top Management Team
John A. Volkmar, Temple University

Mission Statement, Vision, Corporate Philosophy, and Multinational Corporations: A Comparative Study of Fortune Global 500 Companies
Syed Tariq Anwar, West Texas A&M University
Frank G. Landram, West Texas A&M University

Resources, Mobility Barriers, and the International Competitive Positions of an Industry
Claudio Carpano, University of North Carolina at Charlotte
Manzur Rahman, University of San Diego

**Panel Session 6:
NAFTA: The Overall and Sectoral Impacts**

Date: October 11, 1997 **Time:** 9:45 - 11:15
Room: Jalisco

Panel Members:

Alan M. Rugman (Chair), University of Toronto
Lorraine Eden, Texas A&M University
Chris Sands, CSIS, Washington DC
John Kirton, University of Toronto

Saturday, October 11, 1997
11:30 to 13:00 at the Crowne Plaza

Competitive Session 9:
Strategic Alliances

Date: October 11, 1997 **Time:** 11:30 - 13:00
Room: Guerrero

Chair: Bruce Mckern, Monash Mt. Eliza Business School
Discussant: Rongxin Chen, University of San Francisco

The Strategic Role of Relational Bonding in International Project Collaborations

S. Tamer Cavusgil, Michigan State University
 Mitrabaran Sarkar, Michigan State University
 Preet S. Aulakh, Michigan State University

Organizational Sensemaking in Strategic Alliances: A Matter of Organizational Levels, Nationality, Company, Project or Location?

Lin Lerpold, Stockholm School of Economics
 Lena Zander, Stockholm School of Economics

Why Firms Repeatedly Enter Into International Alliances: A Longitudinal Study

Xavier Martin, New York University
 Namgyoo Park, New York University

What Differences in the Cultural Backgrounds of Partners are Detrimental for International Joint Ventures?

Freek Vermeulen, Tilburg University
 Harry G. Barkema, Tilburg University

Competitive Session 10:
International Business in Latin America: Strategic Implications

Date: October 11, 1997 **Time:** 11:30 - 13:00
Room: Durango

Chair: Robert T. Green, The University of Texas at Austin
Discussant: Van R. Wood, Virginia Commonwealth University

Multinational Corporations, Developing Countries, and Environmental Protection: The Case of the Petroleum and Chemical Sectors in Latin America and Greater China Region

Titus Moser, University of Cambridge
 Terence Tsai, University of Cambridge

FDI in the Caribbean: Motivations, Locational Choices and Market Entry Modes of U.S, European and Asian MNEs

Lou Anne Barclay, University of Warwick

The Impact of Country-of-Origin Cues on Mexican Consumers' Perceptions of Product Quality: An Empirical Test of the Decomposed Country-of-Origin Construct

Gary S. Insch, Indiana University
 J. Brad McBride, Instituto Tecnológico Autónomo de México

Maquiladoras, Mariachi Circles, and Managerial Conflict: Multinational Management Practices in Mexico

John Sargent, Florida International University
 Linda Mathews, Florida International University

Competitive Session 11:
Investment and Finance in Asia

Date: October 11, 1997 **Time:** 11:30 - 13:00
Room: Sonora

Chair: Taeho Kim, Thunderbird
Discussant: Animesh Ghoshal, DePaul University

The Internationalization of the Legal Service Industry: Experiences in Taiwan

Tung-lung Chang, Long Island University
 Cheng-Min Chuang, National Taiwan University

An Analysis of Financial Distress in the United States and Japan

David M. Reeb, Worcester Polytechnic Institute
 Chuck C.Y. Kwok, University of South Carolina

Panel Session 7:
Latin American Integration: The Second Wave

Date: October 11, 1997 **Time:** 11:30 - 13:00
Room: Jalisco

Panel Members:
 Francoise Simon (Chair), Columbia University
 Julia Sagebien, Dalhousie University
 Cesar Souza, Senior Vice President, Odebrecht
 Fernando Robles, George Washington University

Panel Session 8:
Multi-Media and Other Distance Learning Issues in International Business Education

Date: October 11, 1997 **Time:** 11:30 - 13:00
Room: Veracruz

Panel Members:
 David A. Ricks (Chair), Thunderbird
 George Debakey, American University
 Bodo Schlegelmilch, Wirtschafts University
 Steven J. Simon, Oklahoma City University

JIBS Decade Award Presentation**Date:** October 11, 1997 **Time:** 11:30 - 13:00**Room:** Oaxaca**Chair:** Thomas L. Brewer, Georgetown University
Presentation of the winning 1987 JIBS article:*Equity Joint Ventures and the Theory of the Multinational Enterprise*

Paul W. Beamish, University of Western Ontario

John C. Banks, Wilfrid Laurier University

Discussants:

Robert Grosse, Thunderbird-AGSIM

Jean-Francois Hennart, University of Illinois at Urbana-Champaign

Awards Banquet**Date:** October 11, 1997 **Time:** 13:00 - 15:00**Room:** Nuevo Leon I and II**Executive of the Year Award to be presented to**
Ing. Lorenzo Zambrano, CEO, CEMEX
–*Formal Luncheon with 1997 award presentations***Saturday, October 11, 1997**
15:15 to 16:45 at the Crowne Plaza**Forum Session 9:****Building Competitiveness via Alliances and Specialization****Date:** October 11, 1997 **Time:** 15:15 - 16:45**Room:** Guerrero**Chair:** Richard Wright, McGill University*A Generalized Approach to Designing the Intercompany Alliance Agreement: A Finance and Strategic Perspective*

Farok J. Contractor, Rutgers, The State University

Wonchan Ra, Rutgers University

A Marketing Explanation for Japanese Investors' Choice of Joint Ventures Versus Wholly-Owned Subsidiaries in the US

Shih-Fen Chen, Kansas State University

Jean-Francois Hennart, University of Illinois at Urbana-Champaign

Does National Cultural Distance Affect International Joint Venture Success?

Carl F. Fey, Stockholm School of Economics

Shige Makino, Chinese University of Hong Kong

Explaining Dynamics in the Country-Specialization Patterns Within the World Textile and Clothing Industry

Ysabel Nauwelaerts, Catholic University Leuven

Forum Session 10:**Foreign Direct Investments and Finance****Date:** October 11, 1997 **Time:** 15:15 - 16:45**Room:** Durango**Chair:** William R. Folks, University of South Carolina*Foreign Exchange Market Efficiency: A Time Varying Approach*

June Y. Hoang, University of Michigan Business School

Sang Kee Min, Seoul National University Business School

Keun Joong Kim, Seoul National University Business School

The Wealth Effects of Expansion to Southeast Asia by U.S. Firms

Ike Mathur, Southern Illinois University

Lynette Knowles Mathur, Southern Illinois University

Source-Country Factors as Determinants of FDI in China

Hongxin Zhao, Saint Louis University

Locational Determinants of Japanese FDI in China

Andrew Delios, University of Western Ontario

Money Laundering and the Banking Sector in Hong Kong

T.K. Ghose, University of Hong Kong

Forum Session 11:**Cultural Dimensions of International Business****Date:** October 11, 1997 **Time:** 15:15 - 16:45**Room:** Veracruz**Chair:** Nakiye Boyacigiller, San Jose State University*Integration of Culture and Cognition: Implications for Cross-Cultural Management*

Robert H. Doktor, University of Hawaii at Manoa

Dharm P.S. Bhawuk, University of Hawaii at Manoa

Propositions for Sales Force Management Research in Post-Bubble Japan

Bruce Money, University of South Carolina

Adding Tools to the Toolkit: Insights and Empirical Evidence on the Value of Additional Cultural Frameworks for International Management Research

Martha L. Maznevski, University of Virginia

Joseph J. DiStefano, University of Western Ontario

The Role of Leadership in the Creation of Culturally Diverse Joint Ventures: A Sino-United States Study

Cliff Wymbs, Rutgers University

An Experimental Study of Cultural Diversity and Work Group Effectiveness

David C. Thomas, The University of Auckland

**Forum Session 12:
Organizational Capabilities and Foreign
Expansion**

Date: October 11, 1997 **Time:** 15:15 - 16:45

Room: Sonora

Chair: Christine P. Ries, Georgia Institute of Technology

Achieving Transnational Pioneering Advantages: An Organizational Learning Perspective

Kelly H. Uscategui, University of South Carolina

The International Organization of the Biotechnology Industry

Anoop Madhok, University of Utah

Thomas Osegowitsch, University of Western Australia

Conceptualizing Centers of Excellence Within Multinational Corporations

Patrick Furu, Swedish School of Economics

Technological Competitiveness, Trade and Foreign Direct Investment

Rajneesh Narula, Universiteit Maastricht

Katharine Wakelin, Universiteit Maastricht

Foreign Market Entry and Extension of Organizational Capabilities - A Knowledge Management Approach

Stefan Jonsson, Stockholm School of Economics

Panel Session 9:

The Impact of Foreign Direct Investment on Host-Country Competitiveness

Date: October 11, 1997 **Time:** 15:15 - 16:45

Room: Jalisco

Panel Members:

Julian Birkinshaw (Co-Chair), Stockholm School of Economics

Tony Frost, (Co-Chair), University of Western Ontario

Wilbur Chung, University of Michigan

R. Steven White, Kobe University

Donald R. Lessard (Discussant), Massachusetts Institute of Technology

Poster Session 2:

Date: October 11, 1997 **Time:** 15:15 - 18:30

Room: Nuevo Leon III

Chair: Robert Grosse, Thunderbird

MNC's Operation in the People's Republic of China: A Comparison of Korean and Japanese Management Practices

Geon-Cheol Shin, Kyung Hee University

Roger J. Calantone, Michigan State University

Takahide Kosaka, Nihon University

Influences on Management Practices in Multinational Corporations (MNC) in the People's Republic of China

John Z. Yang, Fordham University

A Macroeconomic Analysis of India's Emerging Stock Market Performance

Luc Soenen, California Polytechnic State University

Robert Johnson, University of San Diego

Kokila Doshi, University of San Diego

Is There A Long-Run Relationship Between the Indian Stock Market and the Stock Markets of the Developed World?

Dipendra Sinha, Macquarie University

Tapen Sinha, Bond University

Crisis Benefits, Preparedness, and Vulnerability: Some Empirical Findings on Hong Kong Companies

John K.S. Chong, University of North Dakota

Mee-Kau Nyaw, Lingnan College

Comparing Marketing Orientation and Business Performance in Turbulent Environments

Patriya Tansuhaj, Washington State University

James McCullough, Washington State University

Jerman Rose, Washington State University

The Effects of the Uncertainty Avoidance Measure on the Organizational Structure Valued in the EU Countries

Carl A. Rodrigues, Montclair State University

Eileen Kaplan, Montclair State University

Multiple Languages in Business: Assessing Needs and Weaknesses; Developing Strategies and Solutions

Jutta Bailey, Thunderbird, The American Graduate

School of International Management

National Culture: A Source of Competitive Advantages in International Competition

Edward M. Kamau, University of Memphis

L. Wakiuru Wamwara, University of Memphis

India and China: A Comparative Analysis of Market Conditions and Opportunities for Foreign Direct Investment

Lyn S. Amine, Saint Louis University

Sumit K. Kundu, Saint Louis University

Organizational Culture as a Determinant of Foreign Market Entry Strategy Choice and Success

A. Crystal Godsey, Georgia Institute of Technology

Francis M. Ulgado, Georgia Institute of Technology

Kristin Boyle, Georgia Institute of Technology

Journey to the West: Reflections on a Semester in Shanghai

Theodore F. Smith, Old Dominion University

Entrepreneurial Leadership in Transitional Economy: Redesigning the Profile

Mikhail Gratchev, Russian Academy of Sciences

Maria Frolova, Moscow State Institute of International

Relations

Global Mindsets: An Exploratory Study

Stell A.G. Kefalas, The University of Georgia

Ernst W. Neuland, University of Pretoria

Measurement of Perceived Environmental Uncertainties: Response and Extension

Kent Miller, Purdue University

Labor Lawsuits: A Source of Disadvantage for Foreign Subsidiaries in the United States

John Mezas, New York University

Measuring Effects of International Business: A Comparison of Risk and Return in Multinational and Domestic Firms

Reid W. Click, George Washington University
Paul Harrison, Brandeis University

Antecedents and Consequences of Foreign Market Entry: What Do We Know?

Deepak K Datta, University of Kansas
Pol Herrmann, University of Kansas
Abdul M.A. Rasheed, University of Texas - Arlington

The Use of Expatriates and Its Effect On The Performance of U.S. Multinational Affiliates

Malika Richards, Drexel University

The Impact of the Culture's Platform Religion on Consumer Behavior in the Global Marketplace

Lois Bitner Olson, United States International University

International Innovation in the Multinational Corporation: A Taxonomy and Review

Ivo Zander, Stockholm School of Economics
Orjan Solvell, Stockholm School of Economics

Intra-Firm Geographical Transfer of Capabilities Obstructed by Perceptions Gaps?

Niklas Arvidsson, Stockholm School of Economics

Research on Corporate Governance: A Comparison of Germany, Japan, and U.S.

Abdul M.A. Rasheed, University of Texas at Arlington
Rolf Buhner, Universitat Passau
Joseph Rosenstein, University of Texas at Arlington
Toru Yoshikawa, Nihon University

Can a Country Leap Frog its Economic Developmental Gap? New Directions from the 'Science of Complexity'

Bhatt L. Vadlamani, University of Massachusetts
Debabrata Sen, Harvard Institute of International Development

Toward a Cross-Cultural Validation of a Cultural Orientations Framework (Initial Test on a Costa-Rican Sample)

Stephen Calcich, Howard University
Denver D'Rozario, Howard University

Strategic Blocks and Cooperative Behavior

Carlos Garcia-Pont, University of Navarra
Africa Arino, University of Navarra

Saturday, October 11, 1997

17:00 to 18:30 at the Crowne Plaza

Competitive Session 12:

Knowledge Transfer in Organizations

Date: October 11, 1997 Time: 17:00 - 18:30

Room: Guerrero

Chair: Subhash Jain, University of Connecticut

Discussant: Daniel Van Den Bulcke, University of Antwerp

International Knowledge Transfer in Acquisitions: A Multi-Method Study of Acquired R&D Units

Henrik Bresman, Stockholm School of Economics
Julian Birkinshaw, Stockholm School of Economics

From "Starworks" to Networks and Heterarchies? Theoretical Rationale and Empirical Evidence of HRM Organization in Large Multinational Corporations

Joachim Wolf, University of Hohenheim

Recontextualization & Factory-to-factory Knowledge Transfer from Japan to the US: The Case of Nippon Seiko Kooji

Mary Yoko Brannen, The University of Michigan
Jeffrey K. Liker, The University of Michigan
Mark Fruin, The University of Michigan

Competitive Session 13:

Changing International Business Environments

Date: October 11, 1997 Time: 17:00 - 18:30

Room: Durango

Chair: Alphonso Ogbuehi, Saint Josephs University

Discussant:

Francis M. Ulgado, Georgia Institute of Technology

The Role of Economic Freedom in Explaining Global Product Consumption

John B. Ford, Old Dominion University
Kiran W. Karande, Old Dominion University
Bruce M. Seifert, Old Dominion University

Revitalizing Privatized Russian Enterprises

Robert E. Hoskisson, University of Oklahoma
Mike Wright, University of Nottingham
Igor Filatotchev, University of Nottingham
Trevor Buck, University of Nottingham

The Effects of the Uruguay Round: Empirical Evidence from US Industry

Bernard Yeung, University of Michigan
Jack Mutti, Grinnell College
Rachelle Sampson, University of Michigan

Agglomeration Economies, Firm Heterogeneity, and Foreign Direct Investment Location Choice

J. Myles Shaver, New York University
Fredrick Flyer, New York University

**Competitive Session 14:
Financial Management and Equity Issues**

Date: October 11, 1997 **Time:** 17:00 - 18:30

Room: Veracruz

Chair: Raj Aggarwal, John Carol University

Discussant: Harvey Arbelaez, The Pennsylvania State University

Price and Volume Behavior of American Depository Receipts Around the Ex-Dividend Day

Arvind Mahajan, Texas A&M University

Robert A. Weigand, University of South Florida

James Woods, Price Waterhouse LLP

Dynamics of International Investments and Exchange Rate: International Evidence

Jongmoo Jay Choi, Temple University

Bang Jam Jeon, Drexel University

On the Sources of Regional Correlation in the Emerging Equity Markets

Arvind Mahajan, Texas A&M University

David M. Ellis, Texas A&M University

Marilyn Wiley, Florida Atlantic University

**Competitive Session 15:
Transition in Central European and Post Soviet Republic Economies**

Date: October 11, 1997 **Time:** 17:00 - 18:30

Room: Sonora

Chair: James D. Goodnow, Bradley University

Discussant: William Newbury, New York University

The Governance, Legality, and Interdependence of Firms in Transitional Economies: The Bulgarian Experience.

Ivan M. Manev, University of Maine

Tatiana S. Manolova, Boston University

Aimin Yan, Boston University

Transitional Management and Marketing Development in Belarus

Richard Alan Kustin, Mercer University

Strategic Reorientation in the Central European Banking Industry

Laszlo Tihanyi, California State University-Fullerton

W. Harvey Hegarty, Indiana University

Cross-Cultural Study of Consumer Life Style and Ethnocentrism: Emerging Economies Contrasted

Erdener Kaynak, Pennsylvania State University at Harrisburg

Ali Kara, Pennsylvania State University at York

**Panel Session 10:
Asian MNCs in Mexico's Maquiladora Industry: Experiences of Japanese and Korean MNCs**

Date: October 11, 1997 **Time:** 17:00 - 18:30

Room: Jalisco

Panel Members:

Yongsun Paik (Chair), Loyola Marymount University
Mary Teagarden, Thunderbird, American Graduate School of Management

Young M. Kwon, Samsung Electro-Mecanico Mexicana, S.A.

Representative, Video Tec, (affiliate of Sony), Mexico

**October 12, 1997
(Crowne Plaza) (Sunday 8:00 to 9:45)**

**Forum Session 13:
Evolutionary Process of Multinationalization and Performance**

Date: October 12, 1997 **Time:** 8:00 - 9:45

Room: Guerrero

Chair: Fariborz Ghadar, The Pennsylvania State University

The Impact of Economic Integration on the Location and Mode of Entry of Multinational Enterprises

Satish Jayachandran, Texas A&M University

Learning From Initial Entries and its Impact on Ownership Choice of Subsequent Entries: the Case of Japanese Manufacturing Subsidiaries in the United States

Ming Zeng, University of Illinois at Urbana-Champaign

Jean-Francois Hennart, University of Illinois at Urbana-Champaign

Does Multinationality Affect Performance? New Evidence From US Manufacturing Firms

Lorraine Eden, Texas A&M University

Kingsley Olibe, Texas A&M University

Longitudinal Patterns in the Characteristics of Japanese Subsidiaries in Canada

Andrew Delios, University of Western Ontario

Prescott C. Ensign, University of Western Ontario

Evaluating the Incremental Model of Firm Internationalization: Literature Review & Findings from Honda Motor Co

Joseph L.C. Cheng, University of Illinois

Jay Rhee, Ohio State University

Balaji V. Rajan, University of Illinois

Masahiro Okada, Ohio State University

Forum Session 14:
Implications of Free Trade Areas in North America and Latin America

Date: October 12, 1997 **Time:** 8:00 - 9:45

Room: Veracruz

Chair: Christine P. Ries, Georgia Institute of Technology

Using a Macroeconomic Behavioral Simulation to Meet the Internationalization Goals of the College of Business

Michael Truscott, University of Tampa

Hemant Rustogi, University of Tampa

Corinne Young, University of Tampa

An Empirical Analysis of the Macroeconomic Relationships in Belize, 1978-94

Joseph M. Perry, University of North Florida

Jeffrey W. Steagall, University of North Florida

Louis A. Woods, University of North Florida

Shocks and Responses: Canadian and Mexican Auto Parts Suppliers Adjust to Free Trade and Lean Production

Maureen Molot, Carleton University

Lorraine Eden, Texas A&M

Kaye Husbands, Williams College

An Analysis of the Economic Impact of the North American Free Trade Agreement on the Florida Tomato Industry

Daniel J. Borgia, University of South Florida at Ft. Myers

Scott Michael Humanek, University of South Florida at Ft. Myers

Canada-Chile Free Trade Agreement: Trade and Investment Issues

Terry Wu, University of Regina

Forum Session 15:
Export Management and International Retailing

Date: October 12, 1997 **Time:** 8:00 - 9:45

Room: Durango

Chair: Sanjeev Agarwal, Iowa State University

The Impact of State Appropriations on Exports: An Empirical Analysis

Timothy J. Wilkinson, Boise State University

Lance Eliot Brouthers, University of Texas at San Antonio

Problematic Areas Within the Export Pricing Process

Matthew B. Myers, University of Oklahoma

"Marketing" Export Marketing: An Alternative Approach to Trade Promotion Assistance

Attila Yaprak, Wayne State University

Hugh M. Cannon, Wayne State University

Markus Muth, Wayne State University

Sung-Joon Yoon, Kyonggi University

Global Retailing: Differences between International and Domestic Retailers and Implications for Growth

Ramdas Chandra, New York University

Naomi Gardberg, New York University

A Comparative Study of Export Performance of US and Canadian Exporters: A Causal Modeling Approach

Charles Dhanaraj, University of Western Ontario

Paul W. Beamish, University of Western Ontario

Forum Session 16:
Market and Human Resource Management

Date: October 12, 1997

Time: 8:00 - 9:45

Room: Sonora

Chair: Seung Ho Park, Rutgers University

HRM Transfer in Japanese MNEs in Australia: A Transactions Costs Approach

William R. Purcell, University of New South Wales

Stephen Nicholas, University of Melbourne

David Merrett, University of Melbourne

Greg Whitwell, University of Melbourne

Foreign Subsidiaries In the Tianjin Economic-Technological Development Area [TEDA]: The Influence of Motivation on Mode of Entry

Steven T. Walsh, Rensselaer Polytechnic Institute

Anne Tan, Rensselaer Polytechnic Institute

Gene R. Simons, Rensselaer Polytechnic Institute

Intercultural Analysis of the Meaning of Team Work: Evidence From Six Multinational Corporations

Cristina B. Gibson, University of Wisconsin-Madison

Mary E. Zellmer, University of Wisconsin-Madison

A Forecast of Japanese Human Resources Management in 2010

Tomasz Mroczkowski, American University

Masao Hanaoka, Daito Bunka University

Ethical Decision Making Values: The Case of East Asia

Karen L. Middleton, Oklahoma State University

Panel Session 11:
Regaining the Intellectual Edge: An Issue-Based Agenda for IB Research

Date: October 12, 1997 **Time:** 8:00 - 9:45

Room: Jalisco

Provocator: Donald R. Lessard, Massachusetts Institute of Technology

Commentators:

Jeffrey S. Arpan, University of South Carolina

José de la Torre, University of California - Los Angeles

Masaaki "Mike" Kotabe, The University of Texas at Austin

Thomas L. Brewer, Georgetown University

Panel Session 12:**Thinking Wheels Turn on the Road to Relevance: Strategy and Culture****Date:** October 12, 1997 **Time:** 8:00 - 9:45**Room:** Nuevo Leon III**Panel Members:**

- Monisha Das (Panel Proponent), The College of New Jersey
 Nakiye Boyacigiller (Co-Chair), San Jose State University
 George S. Yip (Co-Chair), University of California at L.A.
 Harry G. Barkema, Tilburg University
 Harvey Arbelaez, Pennsylvania State University
 Richard H. Franke, Loyola College of Maryland
 Margaret E. Phillips (Discussant), Pepperdine University
 Gopal Iyer (Discussant), City University of New York

Sunday, October 12, 1997**10:00 to 11:30 at the Crowne Plaza****Competitive Session 16:****International Expansion and Technology Acquisition****Date:** October 12, 1997 **Time:** 10:00 - 11:30**Room:** Jalisco**Chair:** Matthew B. Myers, Michigan State University**Discussant:** Shirley J. Daniel, University of Hawaii

International Technology Transfer Follows Global Strategy: A Case Analysis of Ten US High-Tech Firms in China and South-east Asia

- Rongxin Chen, University of San Francisco
 Mark V. Cannice, University of San Francisco

International Expansion Through Start-Up or Through Acquisition: A Learning Perspective

- Harry G. Barkema, Tilburg University
 Freek Vermeulen, Tilburg University

Technology Acquisition Choices by State-Owned Enterprises in Transition Economies

- R. Steven White, Kobe University

Competitive Session 17:**Joint Ventures and Performance Implications****Date:** October 12, 1997 **Time:** 10:00 - 11:30**Room:** Guerrero**Chair:** Andrew Inkpen, Thunderbird**Discussant:** Daniel Van Den Bulcke, University of Antwerp

International Joint Venture Instability: Collaborative Failure Versus Corporate Flexibility

Jeffrey Reuer, INSEAD

Evaluating Joint Ventures with Embedded Strategic Options

Tailan Chi, University of Wisconsin-Milwaukee

Configurations of International Joint Ventures

Hemant Merchant, Simon Fraser University

Formal Position, Individual Attributes and Network Centrality as Determinants of Influence in a Successful Japanese-German Joint Venture

Mary Yoko Brannen, The University of Michigan

Jane E. Salk, Groupe ESSEC

Competitive Session 18:**International Marketing Issues****Date:** October 12, 1997 **Time:** 10:00 - 11:30**Room:** Durango**Chair:** S. Tamer Cavusgil, Michigan State University**Discussant:** Catherine Axinn, Ohio State University

Exporting Education, Development and Performance

- Saeed Samiee, The University of Tulsa
 Peter Walters, The Hong Kong Polytechnic University in Kowloon

Methodological Considerations in Cross-Cultural Research: A Discussion of the Translation Issue

- Mahesh Rajan, University of Western Australia
 John L. Graham, University of California

Understanding the Multinational Diffusion of Innovations: Implications for International Market Entry Decisions

- Jaishankar Ganesh, University of Central Florida
 V. Kumar, University of Houston

Industrial Supplier Choice Criteria in Public and Private Sector Organizations in Developing Countries: A Comparative Study

- C.P. Rao, Old Dominion University
 Kiran W. Karande, Old Dominion University
 Mahesh N. Shandarmahesh, Old Dominion University

**Competitive Session 19:
Environment and Strategy in Latin America and Mexico**

Date: October 12, 1997 **Time:** 10:00 - 11:30
Room: Veracruz

Chair: Lee H. Radebaugh, Brigham Young University
Discussant: Jacque Laurent, Tufts University

The Impact of Presidential Elections on Nominal and Real Currency Values in Latin America
Mike Sibley, Loyola University

ADRs in Latin American Equity Markets: Market Integration or Fragmentation
Kent Hargis, University of South Carolina

An Examination of United States FDI into Mexico and Its Relation to the North American Free Trade Agreement: Towards a Balanced Understanding the Effects of Environmental Regulation and the Factor Endowments that Affects the Location Decision

Prescott C. Ensign, University of Western Ontario
Elizabeth Cole, Ken State University

Strategic And Organizational Responses of Mexican Managers To Environmental Uncertainty

Len J. Trevino, Fisher Graduate School of International Management
Jeffrey L. Kerr, The University of Miami

**Competitive Session 20:
Environment and Organization**

Date: October 12, 1997 **Time:** 10:00 - 11:30
Room: Sonora

Chair: Yongsun Paik, Loyola Marymount University
Discussant: Michel Ghertman, Groupe HEC

Economics or Culture? Exploring the Environmental Determinants of Entrepreneurial Supply

Stephen L. Mueller, Florida International University
Anisya S. Thomas, Florida International University

The Economics and Ethics of the Knowledge Intensive Multinational Corporation

Norman Bowie, University of Minnesota
Paul Vaaler, Tufts University

International Strategies, Organizational Structures and Information Architectures: Toward Organizational Gestalts

Ananda Mukherji, The University of Memphis
Ben L. Kedia, The University of Memphis

Multinational Enterprises and Globalization of Production: Empirical Determinants of Export-Oriented Overseas Affiliates

Nagesh Kumar, The United Nations University

**Competitive Session 21:
Sourcing Issues**

Date: October 12, 1997 **Time:** 10:00 - 11:30
Room: Nuevo Leon III

Chair: Richard Wright, McGill University
Discussant: Preet S. Aulakh, Michigan State University

The Recreation of Buyer-Supplier Links by Japanese Auto Parts Suppliers in North America: Beyond Domestic Relationships

Balaji V. Rajan, University of Illinois at Urbana-Champaign

Soonkyoo Choe, University of Illinois at Urbana-Champaign

Thomas Roehl, University of Illinois at Urbana-Champaign

Performance Effects of Adopting Global Strategies in the World Auto Components Industry

Karl Moore, Oxford University
Alan Lau, Exeter College

When Is Original Equipment Manufacture The Most Efficient Way To Source Foreign-Made Products?

Shih-Fen Chen, Kansas State University
Jean-Francois Hennart, University of Illinois at Urbana-Champaign

**Sunday, October 12, 1997
11:30 to 12:00 at the Crowne Plaza**

Members' Meeting

Date: October 12, 1997 **Time:** 11:30 - 12:00
Room: Nuevo Leon III

-Executive Board will present the annual report on the AIB and discuss the goals of the organization.

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FLORIDA ATLANTIC UNIVERSITY LYNN CHAIR IN INTERNATIONAL BUSINESS

COLLEGE OF BUSINESS
BOCA RATON, FLORIDA

The College of Business at Florida Atlantic University announces a search to fill the Eugene and Christine Lynn Eminent Scholar Chair in Business. Applications or nominations are invited for scholars in international business. We prefer candidates with a special expertise in at least one of the following geographic areas: Canada, the Caribbean, South America, southern Europe or Israel. In addition, applicants with the following characteristics are preferred:

1. An earned doctorate with a background in business administration of a related field;
2. An extensive history of scholarly research in international business which has been published in leading academic journals;
3. Evidence of recent and on-going innovative scholarly work;
4. Active relationships with leading academic journals in international business;
5. University teaching experience;
6. Evidence of active participation in academic association(s) related to international business;
7. Ability to work effectively with others and show evidence of supporting faculty development activities through joint research and publication;
8. A willingness to mentor junior faculty and doctoral students;
9. An extensive history of service and/or experience with the business community and/or government community and an ability to effectively communicate and fund raise with area businesses.

The appointment will be made at the professor level with a nine-month salary comparable to currently published AACSB public university levels of equal rank and discipline. Summer supplements and teaching in various weekend programs are also available. Florida Atlantic University is a member of the State University System of Florida, offering business programs from the BA to the Ph.D. levels. FAU is fully AACSB accredited. The University has an enrollment of approximately 20,000 students in nine (9) colleges that are spread across seven (7) instructional campuses in Southeast Florida. The largest campus is in Boca Raton, widely considered to be a near ideal community that offers abundant year-round recreational and cultural attractions.

Applications or nominations should be submitted no later than November 1, 1997 to:
Chair, Search Committee for Lynn Chair, College of Business, Florida Atlantic, Boca Raton, Florida 33431
561-367-3630 FAX: 561-367-3686 E-MAIL: coates@acc.fau.edu

FAU is an EEO Employer and encourages applications from minorities and women.

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“Transformation of Global Firms and the Global Economy” October 8-11, 1998 • Vienna Hilton

Governments, firms, and institutions confront historic challenges arising from the breathtaking changes in the world polity and economy over the past decade. The French government collapses due to globalization; Deutsche Bank announces itself open to restructuring and Volkswagen questions aspects of German labor institutions; Japanese firms introduce equity-linked incentives; a South African firm bids on the acquisition of a Brazilian company; Indian enterprise pleads for regulation over foreign joint venture practices.

The 1998 meeting of the Academy of International Business to be held in Vienna has the goal of presenting the best research on these transformations from the perspective of firms, governments, and institutions. We encourage panels and submissions from business schools and social science disciplines that address the transformation of the world economy. Whether the approach is functional or disciplinary, we welcome research papers on such topics as: the performance record of privatizations, the restructuring of business groups and corporations in response to global competition, the fragmentation and globalization of consumer markets, the convergence (or divergence) of national labor and financial institutions, cultural dimensions of radical change, and the prospects of multinational corporations from emerging economies.

In cooperation with the Wirtschaftsuniversitaet Wien, we will enjoy the rich intellectual and artistic milieu of Vienna. Pre-conference activities will include a workshop on computational methods in the social sciences and a doctoral consortium. The meetings will consist of a few academic panels, presentations by prominent European and multinational corporations, competitive sessions, and poster sessions. To explore the many opportunities provided by the city of Vienna, the optional cultural program will include panoramic tours and dinner in the wine district. Participants will also enjoy the Saturday night Viennese Ball to be included in the program.

Ms. Mary Ellen Gardner
c/o Professor Bruce Kogut
The Jones Center
The Wharton School
University of Pennsylvania
22041 Steinberg Hall-Dietrich Hall
Philadelphia, PA 19104-6370

The envelope *must* be labelled "AIB Submission."

General Submission Requirements:

The following submission requirements apply to all tracks and sessions. Failure to comply with these requirements will result in the paper's disqualification for consideration.

For purposes of reviewing, papers will be categorized into five tracks:

- Marketing, Strategy, and Operations
- Economics, Finance, and Accounting
- Organizational Sociology and Political Science
- Organizational Behavior and Human Resource Management
- Business History

There are three types of sessions: competitive, poster, panel. As panels will also be solicited, only a few of these proposals will be accepted. We place a priority on papers that bridge tracks and that seek to address inter-disciplinary issues of academic and social importance.

All proposals will be subjected to a double-blind review process. Competitive papers should be less than 30 pages, inclusive of references, figures, tables etc.. Poster papers should be less than 20 pages, inclusive of all. Panel proposals should consist of a two-page introduction, with two-page descriptions of each presenter (discussants need only be listed); signed letters (faxes and e-mail are allowed) from each presenter are required.

All submissions must be received by March 9 and must comply with the following requirements:

- ⇒ Clearly label for which session and track papers/proposals are being submitted on the upper right-hand corner of the title page.
- ⇒ The cover page must include the name, address, telephone and fax numbers, and e-mail address of the author(s).
- ⇒ The second page must include the title of the paper and the abstract, but not the author's identity.
- ⇒ Include a postage-paid self-addressed postcard for acknowledging receipt of paper/proposal submission. For international submission, postage can be waived.
- ⇒ Papers/Proposals must be double-spaced with margins of one inch (2.5 cm) and printed in a font size of 11 points or larger. Paper length requirements are explained above. Other standards regarding citations, endnotes, abstract, etc., must follow JIBS requirements. Please include three key works at end of abstract.

Send the whole package to the address shown at left.