

## **Alan Rugman**

### **A Memorial by José de la Torre**

Dear Colleagues,

I am truly shocked, as most of you are, by the terribly sad news of Alan's passing. How can someone who was so active and engaged as Alan was during our Vancouver meeting barely two weeks ago, be gone from us so quickly and suddenly?

As many of you have written, Alan was among the giants of our field. Not only because of his intellectual contributions, but because he was always willing to go anywhere and anytime to foster the mission of international business scholarship and education.

I invited Alan to come to UCLA to teach a doctoral seminar in IB shortly after I got there in the late 1980s. He immediately responded positively and did so with great success, coming down once a week to meet with our students and share his view of the critical issues in our field. Our personal relationship blossomed during those months as we discussed the course content, what to include or exclude ("please Alan, enough of this diamond stuff"), and shared in the give and take that was typical of every session with the PhD students. Many of them, still remember the course as one of the highlights of their program.

Since then, and for the next 25 years, Alan and I enjoyed a friendly and stimulating, if occasionally adversarial, relationship that I'd like to think he relished as much as I did. I would often challenge him on some of his ideas and he would typically reply, "José, go read my book!!" or some similar comment. To which I would reply, "I did, Alan, and I still disagree."

Two years ago, Allan, Helen and I met at John Stopford's memorial service in London. Afterwards, we went for a lovely long lunch where we talked about John's contributions to our field and how sad it was that such wonderful people, who had done so much for our understanding of the multinationals firm phenomenon, were leaving us. Well, now here we are once again saddened by the departure of one of our most distinguished and accomplished members, and left poorer for his absence.

Alan's energy, his prolific scholarship, his stubborn insistence on certain dogmas of his creation, and his devotion to our field and to our beloved AIB have served us splendidly over the years. We are deeply in his debt as professionals, but also as human beings for the richness of his contributions and his friendship.

I will miss his lightening fast intellect, his sharp sense of humor and our friendly bantering. I can still hardly believe that the man who performed so admirably as Dean of the AIB Fellows up to a few days ago, is no longer with us. But our memory of his many contributions and his bigger-than-life persona will endure, as will his impact on several generations of IB scholars throughout the world.

I look forward to celebrating his life and his imprint on all of us, as we gather in different for a over the next few months.